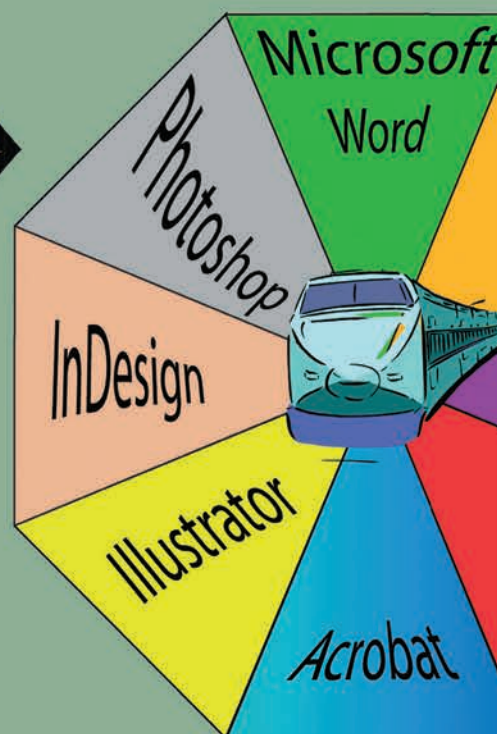## 221 PHOTOSHOP EDITING

THE PUBLISHER SCHOOL

Editing Photos for Books Using Adobe Photoshop

The Publisher School Lesson Plan
#221 ♦ [MODERATE]
Professional Publishing
Study Guide

GLORYBOUND LASERTRAIN

THE PUBLISHER SCHOOL

Microsoft Word

Photoshop

InDesign

Illustrator

Acrobat

SHERI HAUSER

**Professional Publisher, Graphic Designer,
Web Master, Sound Engineer,
Social Media Marketer, and owner of
Glorybound Publishing for over 20 years**

THE PUBLISHER SCHOOL

Class #221 Editing Pictures for Books using Photoshop
Lesson Plan

Name of Student _____

Date of Class Completion _____

Instructor _____

Editing Photos for Books
Using Adobe Photoshop

The Publisher School Lesson Plan
#221 ◆ [MODERATE] Publishing Study Guide

Sheri Hauser

THE PUBLISHER SCHOOL

Glorybound Publishing

The Publisher School
www.thepublisherschool.com

The Publisher School provides up-to-date, accurate training for those who are seeking answers to publishing. Glorybound Publishing was established in 2005 by Sheri Hauser in Las Vegas, Nevada. After extensive education and experience publishing over 700 books, she is releasing a series of training manuals to educate book publishers.

Professional Publishing with an Emphasis on 6 X 9 Paperback Book	
#100 ◆ Introduction	100 Questions to Decide if you Want to be a Publisher
#101 ◆ Publishing	Foundation of a Professional Publisher
#102 ◆ Publishing	Book Covers Good, Bad and Ugly
#104 ◆ Publishing	Using KDP to Publish a Paperback
#201 ◆ Publishing	Software and Formatting Books
#202 ◆ Publishing	Coaching an Author Through the Process of Publishing a Book
#221 ◆ Photoshop	Editing Pictures for Books using Photoshop

221 Outline
Editing Pictures for Books
Using Adobe Photoshop

Summary of the Course: Study Guide #221 covers areas used in Photoshop specific to publishing books. It will familiarize the student with tools commonly used for editing photos used in books and learning how to brighten, touch up, extend, and repair.		
Sections	**Outline**	**PG**
1 Examination of a Photo	Photo file types CYMK, RGB, Gray Scale Determine the Size of the Photo Copyright Straighten, Crop & Edge	7
2 Basic Color Touching	DPI VS Size Image Levels Image Hue & Saturation Image Photo Filter Filter Stylize	14
3 Photo Face Lift	Straighten & Crop Photo Check DPI/resolution & size Remove Wires [clone tool] Straighten the horizon and straighten the edges Fix skin flaws [band aid tool]	25
4 Book Covers	Selecting a book cover photo Checking the source of the photo Adequate DPI/resolution & size Adjusting tones Book cover template adjustment Extending a photo Setting the copyright	35

Course: #221 ◆ Photoshop **Length of Course**: 4 2-hr classes
Title: Editing Pictures for books using Adobe Photoshop

Description of Course:
321 is a Photoshop Lab that will familiarize the student with tools commonly used for editing photos used in books and learning how to brighten, touch up, extend, and repair.

Section 1

Material in the Course:
Examination of a Photo

Outline:
Photo file types
CYMK, RGB, Gray Scale
Determine the Size of the Photo
Copyright
Straighten, Crop & Edge
_____

Photo File Types

There are several photo file types. Generally, they originate from specific software or usages. An easy way to see different file types is to open Photoshop, open a photo and attempt to re-save the photo using *save-as*. There will be a pull-down menu which populates below the item you are trying to save. In mine, there are 20+ types of ways to save a photo. This course focuses on photos used specifically for publishing books, so we will gear the study toward these and neglect the others.

All of those below can be easily used in books:
- JPEG-The most commonly used photo option for saving a photo. It is easy to migrate across the software and internet.
- GIF-An option, but generally, I convert it to a JPEG when exported for use in publishing.
- Photoshop PDF-The process of building a book cover is to combine the photos with fonts using InDesign and then save it [eventually] as a high-resolution PDF. These are done exporting through Photoshop.
- PNG-Easy to convert into JPEG.
- TIFF-Same as above.
- PSD- This is a layered photo. Anytime you add font to a photo, Photoshop will add an additional layer on the photo. If you want to preserve the opportunity to edit the lettering (or change your mind) then you can save the picture as a PSD. Note, the photo size of the file will grow with each additional layer, so it is not practical to save photos as a PSD because they are very large. Another aspect of PSD is if you want to put an item on a background and the edges are not square, you need to make the background disappear (the white gone) so it can be on another background.

Show example of logo on white and as PSD.

CYMK, RGB, Gray Scale

The easiest way to think of color is considering a desktop printer. There are four color cartridges used in common printers—**CYMK**. Respectably, they are cyan, yellow, magenta, and black. Don't ask me why K stands for black. I looked it up on the Internet and seems nobody knows. It is what it is. CYMK is the standard for printing because, when you save the photo, the colors will be consistent with printing if saved in that format. Every color used in printing can be made using these four colors. [insert pic of CYMK]

RGB stands for red, green and blue. This color system is utilized on-line, and every color corresponds to an index code with a specific color mix. Again, the goal is to try to keep the colors consistent when the viewer is looking at them on-line. The note here is when you download a picture from the web, it may be RGB and should be converted to CYMK when it is used in files making books. This is easily done. Simply 'save-as' a CYMK file.

Gray scale is black and white photos. If you are using older photos in a book, it is good practice to save them gray scale and check the levels to ensure the photo isn't too light or dark when printed. Remember, if a book is printed in black and white, even though you may use color photos, they will end up black and white in the final copy, so you may as well have control over the outcome by saving them in gray scale.

Let's practice with some photos.
1. Open the color photo.
2. Convert to Gray Scale.
3. Adjust the output levels.
4. Save.
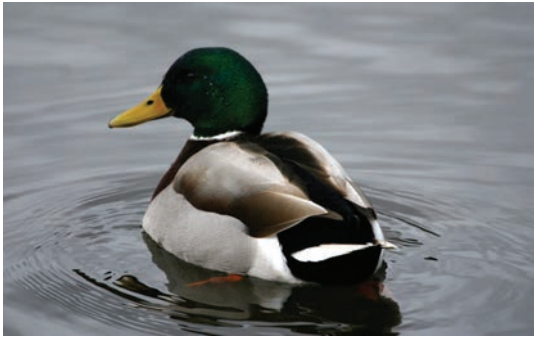
What are you personally doing to help develop the next generation of leaders? What is your group doing? Your pastoral staff? Your church board?

Determine the Size of the Photo

There are plenty of awesome pictures on social media, Facebook and through photo websites. If you see a picture which you may want to use for a project, the first consideration is to check the size of the photo and the resolution. Pictures are formed using little squares of color. When you increase the size of the photo (go from 4 inches to 10 inches) each square of color becomes larger. It does not multiply the squares to fill in color. If you continue to enlarge the photo, you can see the squaring off of the color chunks. The proper term for this is 'pixilation' of the photo.

To determine how big the photo is:
Image
Image Size
Height and Width and Resolution

There are two considerations with determining how big the photo is; Size and resolution.

Size: The picture needs to be at least as big as you are trying to display it. If you are making a brochure and the picture displayed will be 3.5" x 3.5" then a 6" photo will be OK. If the space you are displaying the photo in is 8 x 10 and the photo is 5 x 7, the photo will not look good. It will be pixilated—or blurry.

Resolution: The resolution is how many little squares of color are contained in the entire picture. A picture can be 3.5" x 3.5" with a resolution of 75 dpi (dots per inch) or 3.5" x 3.5" with a resolution of 600 dpi. The one with more wins. The dpi determines how clear the photo will appear. When a photo is small, it is not as important as when it is blown

up. Low dpi is more evident when on a poster than on a post card using the same picture.

Relationship of dpi with size: A small photo 4" x 8" with a dpi of 300 can be used larger than its original size because as it gets larger and the dpi drops, it will still be somewhat clear. It will reach a point where it becomes blurry, but if you don't press it too much, you should be able to use it in a lot of places. Most cameras [or cell phone cameras] are set with a low dpi [72] but a large size 48" x 54". Generally, what you are creating will fit on a piece of paper, so you can decrease the size and increase the resolution. Standard print resolution is 200 dpi. Think of it like dye in water in 1 cup. If the dye is dark enough, you can pour it into a gallon and still have vivid color. However, if the dye is weak to start with (low resolution), then when you pour it into a gallon container and add enough water to make a gallon, it will be pale.

Let's look at some resolution of pictures and practice changing the dpi.

Copyright

Grabbing pictures off the internet can easily become an infringement of the copyright of the one who took the photograph. Therefore, it is essential to check the copyright of the photo prior to using it.

There are several ways to copyright a photo. None of them are 100% secure and keep others from stealing the photo—but they are worth a try. Here are a few:

- Put a little c in a circle with the date. © 2023
- Embed the copyright into the piece using specialized software. It imprints the photo with a transparent identification of the author. https://www.visualwatermark.com/
- Put a transparency across the entire photo. Istock does this with photos that are viewed prior to purchase to stop the viewer from copying the photo without buying it.
- Embed the copyright data into the metadata of the photo when it is 'saved'.
- Show low resolution photos on-line. If you have products (like photos or book covers) you can use a low-resolution photo on the website and it will look just fine to the viewer, but if someone tries to download or copy it, the photo will be too small to be of any use. For example, book covers are generally 6"x 9" with a resolution of 200dpi. When displaying the photos of our book covers, I make the 'cover' 4"x6" with a dpi of 100. This way if someone tries to steal the cover, it will print small with low resolution.

Original was a photo and stylized photo make to look like a painting.

Let's look at some photos and check their copyright status.
Let's embed a copyright into the metadata of a photo.
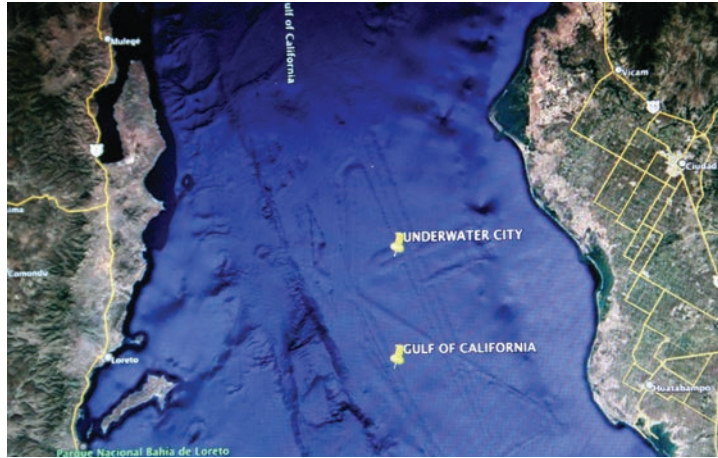
Straighten, Crop and Edge

Straightening Photos

It is not uncommon to receive photos which are slightly no level. If the photographer snapped the picture quickly or wasn't paying attention, often the photo is not level. Part of being a professional publisher is to display professional grade photographs. This means that the photos should be level!

To tell if they are level, find something flat in the photograph and look at it. Does it appear to be level? I reviewed a book once by a self-published author which had a ocean beach picture on the cover. The sunset was crooked! Do not endure this. Level your pictures. It's easy.

Let's level some pictures using the perspective crop tool.
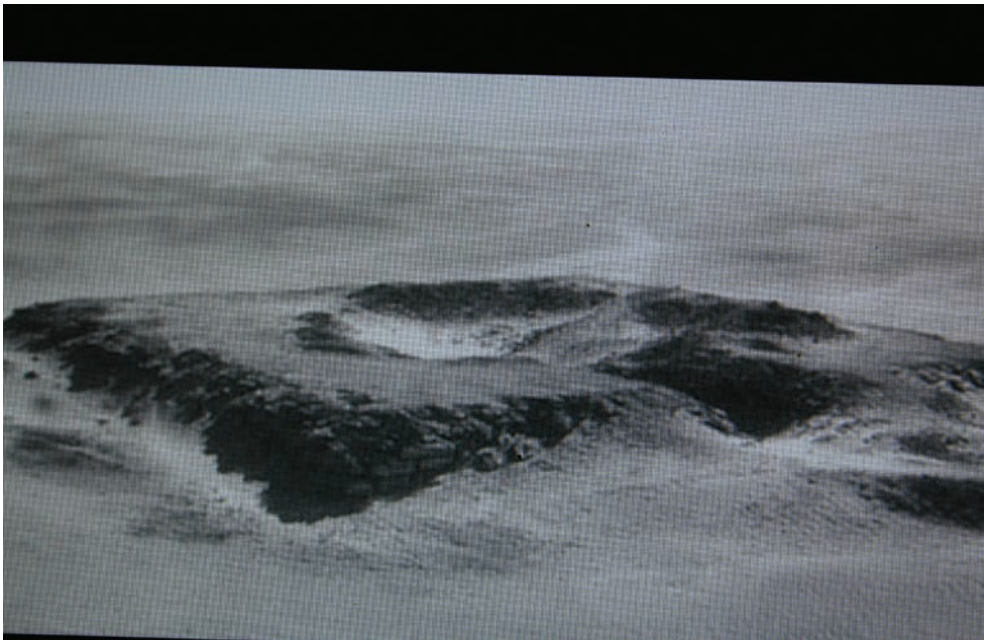
Cropping Photos

When cropping a photo ALWAYS save the original photo and re-name the cropped one. This way, if you decide to return to the original, it is possible! I save all the originals and put them in a file working on the other ones making edits. Sometimes as you edit, you get a long way from the original and, realize later you need to 'do over' and return to the prior one. It is much easier if you have saved it.

To crop a photo, first recognize who the star of the photo is. Not every part of the photo can be the star—pick one. Generally, the center point of the photo is where the primary focus is, so that is where your star should end up. Just because the sky is pretty, doesn't mean it needs to garner attention away from the star of the photo—which may be a horse. When I crop a photo, I consider the shape I will end up with, and if it meets the requirements of where I want to insert it. If I chop off all the sky, the photo will become long and skinny. Does my space accommodate this?

It is possible to straighten and crop at the same time. When you hold the curser over the corners, the picture rotates. We will do it in a minute.

If you crop and it doesn't give the desired look, you can go back and re-do it. Control Z brings you back to the prior state. If you would like more control in the history, open the history palate under Window>History and pull the curser backwards to the point where you want to re-do the process.

Let's crop some photos.

Edge

Sometimes when you straighten the photo and crop it, the photo shows white on the edges. It can be filled in to look better. You don't need to keep cropping it until you get 'good' photo, just use the clone tool and fill in the edges. I will show you how to do it.

Using the clone tool to fill in the edges of a cropped photo.

Examination of a Photo

Outline:
Photo file types
CYMK, RGB, Gray Scale
Determine the Size of the Photo
Copyright
Straighten, Crop & Edge

Course: #221 ♦ Photoshop
Lab 8x10
Length of Course: 4 2-hr
classes
Title: Editing Pictures
for books using Adobe
Photoshop
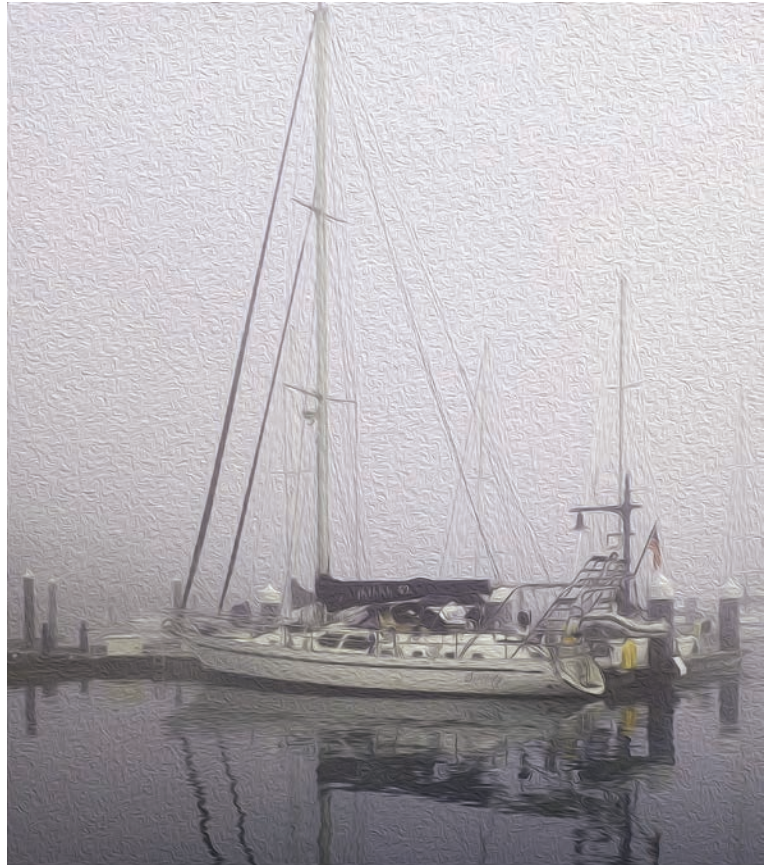
This photo was made 'alive' so the text will flow around it.

Description of Course:

321 is a Photoshop Lab that will familiarize the student with tools commonly used for editing photos used in books and learning how to brighten, touch up, extend, and repair.

Section 2

Material in the Course:
Basic Color Touching

Outline:
DPI VS Size
Image Levels
Image Hue & Saturation
Image Photo Filter
Filter Stylize

_____

A picture is only as good as its original. However, there are many things which can be done to enhance a photo. A perfect example are the photos we see 'touched-up' using Twitter applications. Pretty can be made to look even prettier with a few 'tweeks' of the photo.
Session 2 overviews some simple photo enhancements which can help art utilized in book files.

DPI VS Size
DPI refers to dots-per-inch of a photo. As you recall, photos are made of little squares of color. If there are more dots per inch, then the photo will appear clean and clear to the eye. Less dots makes the photo look fuzzy. One of the goals of a professional publisher is to always present the books with the sharpest photos possible. I caution you not to go overboard with this. Most common cameras [and phone cameras] take low resolution [72 dpi] large size photos [45"]. When using a phone, often it will ask how you want to send the photo. You can choose to send it low, medium, or high resolution. If you select low resolution, it will be a small photo with low resolution and send quickly. However, if you select high resolution, it will be a larger photo with high resolution and take a long time to send because the file is much larger.
DPI can range from 72 to 1200. Oftentimes it is a trade off to use a large

photo with a low resolution [42" x 43" with 75 dpi] or [6" x 7" with 600 dpi]. It depends on the printed size which you will need when the project is released. If you need an eight by ten photo for a children's book, then it is imperative the photo ends up at least 8"x10" with a dpi of 200. Otherwise, it will be fuzzy. 200dpi is adequate for printing. Saving the photos at a higher resolution, just makes the files fat and does not add to the book. Let's look at some photos.

1. Large photo with a low dpi
2. Small photo with a high dpi
3. Large photo with a high dpi
4. Small photo with a low dpi

Which photo is the most usable for printing purposes? _____

Image Levels

An image may appear dank or drab in its original state. It is generally easy to make the photo look [over-all] brighter by adjusting Image Levels in Photoshop. All of the colors become more saturated [or darker].
Again, please be reminded this course is not a color course, or a course on Photoshop, but a publishing course for those wishing to make photos look better in books. Adobe Photoshop has a bunch of courses on Photoshop, so if this interests you, take them. My sister is an artist and can draw using Photoshop. I can't. However, I have learned to alter photos to my advantage, and it is enough to get by.
To alter image levels:
Image > adjustments > levels
Input channels have little triangles which can be adjusted. A good standard is to get all of the color between the triangles. Here are some pictures. Let's practice adjusting the Image Levels in Photoshop.

Image Hue & Saturation

Image hue and saturation are also fairly simple to adjust in Photoshop. Again, SAVE THE ORIGINAL before you start adjusting, so if you hate the outcome, you can revert to the original photo and do-over. Generally, I make a separate folder and save all of the original photos. Then I make a different folder for the adjusted pieces. Another 'trick' I use for photo

adjustments is to label the second-generation photo with an 'a' or a 'b' after the original letters. For instance, if the original photo is 33457, then after I adjust the photo, I name it 33457-b. Now, now I know I am not working with the original, but a second generation. After I make further changes, I might re-name it 33457-c. This is especially helpful when colorizing clip art. For instance, I might be using flowers as a heading and opt to go with several colors of the same flower. The original flower file is called 'daisy'. I colorize it yellow and call it 'daisy-yellow'. Then the next one is called 'daisy-blue'. They are all daisies from the original clip art, but variations of the same. The original un-colored version keeps the generic name.

To alter Hue & Saturation:

Image>Adjustments> Hue/Saturation

Adjust the rockers which are under each color channel.

Here are some pictures. Let's practice adjusting the Hue & Saturation in Photoshop.

An important aspect of adjusting photos is that the picture will only be as good as you can see it. What that means is that if you are trying to work from a small, cheap screen, then you cannot trust the adjustments which

Raster   **Vector**
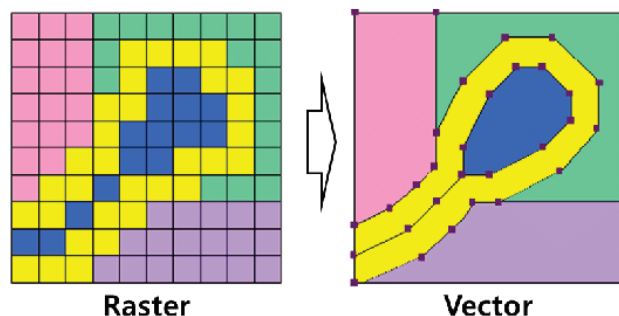
you are making actually help the picture. Computer screens come in a variety of resolutions—which generally correlate to cost of the screen. I suggest, prior to delving into a lot of color adjustments using Photoshop, you invest in a high-quality computer screen. If you cannot see the colors, you cannot adjust them with confidence.

In my office, I have a secondary screen which is set on the table so authors can watch me working on their books. Initially, I purchased this when COVID hit to help create distance between authors and myself. I used to

have them look over my shoulder. The screen is set on a different desk and allows them to be separated from me as well as have their own space. I purchased the first one in Office Max while I was in the store walking by. When I attached it to my computer, I noticed whenever I turned it on, the resolution in my screen dropped. What I realized is the resolution in the secondary screen (dummy screen) was lower than my original screen and when I connected them both, they dropped to the lowest resolution (of whichever was the lowest). My desk screen actually became more blurry. When that screen died, I purchased a larger, higher resolution screen which matched the same resolution of my desk screen and do not have the problem any longer.

The Hue & Saturation is fun to adjust when you have a sunrise or sunset and you want to change the tones a bit. It is easy to make it more red or blue by adjusting the hues. It doesn't take much to change the tone, so go light on the adjustments.

Image Photo Filter
The Image Photo Filter adjusts the overall color of the photo. Again it is fun to play with when you are looking for different tones.
To use the Image Photo Filter:
Image>Adjustments>Photo Filter
Here are some pictures. Let's practice using the Photo Filter in Photoshop.

Filter Stylize
The filter stylize is one of the most fun filters to play with. A photo can be instantly turned into a painting, a mosaic or a stone.
Filter>stylize>select the filter
Let's try Oil Painting. Be sure to check the box 'preview' to be able to look at the picture while working on it.
Control Z is your friend. This is the keyboard shortcut for Edit-Undo. Whatever change you make can be undone with a couple of keystrokes. If you get too far into it and want to go backwards it is possible to backup using the history window.
Go to Window> Locate the History and open the box. Move the tab backwards to the point where you would like to return to. If you get really

messed up, you can shut the photo file. It will ask if you want to save it. Say, "NO!" It will not save the changes you have made but revert to the original photo. Again, this is why I always save the original photos!

Recap of Section 2:
Material in the Course:
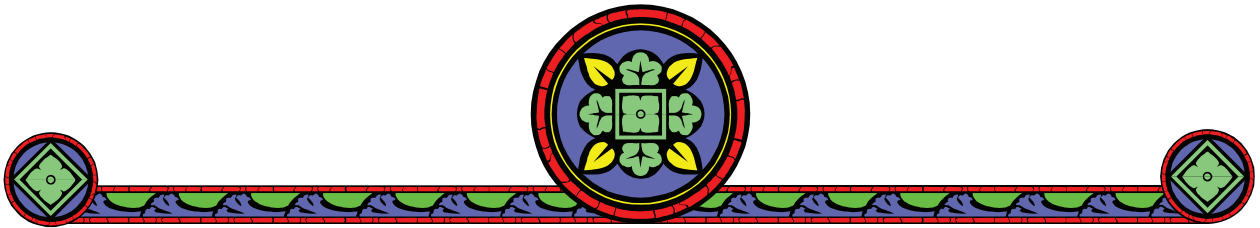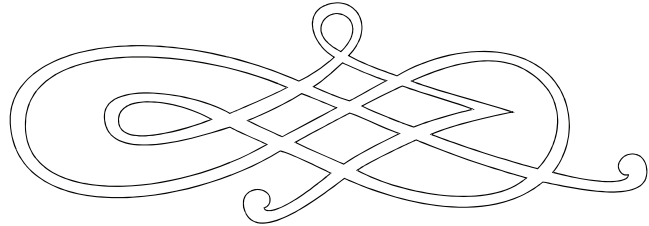Basic Color Touching

Outline:
DPI VS Size
Image Levels
Image Hue & Saturation
Image Photo Filter
Filter Stylize

All of these are examples of Clip art which can be quite useful in books. Easy to change their colors in Photoshop.

Course: #221 ♦ Photoshop Lab 8x10   **Length of Course**: 4 2-hr classes
Title: Editing Pictures for books using Adobe Photoshop

Description of Course:
321 is a Photoshop Lab that will familiarize the student with tools commonly used for editing photos used in books and learning how to brighten, touch up, extend, and repair.

Section 3

Material in the Course:
Photo Face Lift

Outline:
Straighten & Crop Photo
Check DPI/resolution & size
Remove Wires [clone tool]
Straighten the horizon and straighten the edges
Fix skin flaws [band aid tool]

Straighten & Crop Photo
Nothing can ruin a good photo quicker than being crooked. It is a common problem among older photos. Photoshop has an easy option to straighten a photo.

Perspective crop tool>Drag the cursor across the photo to the desired size. When the cursor is just below the bottom corner it will become a rocker and can be pivoted. The photo has lines over it which help to straighten it up. I like to select something which I know has a straight side and base the straightening up on this.

Let's practice with some photos.

Check DPI/resolution & size

Check the dpi and the size of the photos which you practiced with above. To check the dpi.

Image> Image size
This will give the resolution [dpi] and the size of the photo. Remember, you can trade size for resolution. So, if the photo is larger than the size you need, but has a low dpi, you can make the photo smaller and increase the dpi. If the photo is smaller than you need, but has a high resolution [greater than 200] then you can trade in resolution for size.

However, if the photo is small with a low resolution [ex: 1.5" x 1.5" with a resolution of 96] then you will not be able to use the photo in anything desired to print. It is OK for use in on-line elements, but not for printing.

Let's practice with some photos.

Remove Wires [clone tool]

Often photos have distracting elements which can be carefully removed and make the photo much better. Some just keep cropping the photo until they get the piece they need, but it may not be the best solution.

Common elements to remove:

- Distracting background
- Wires
- Ex-husbands
- Alien ships

Let's practice with some photos.

Straighten the horizon and straighten the edges

Nothing is more distracting than a crooked horizon. However, often when you straighten the photo, it cuts into the picture. You can crop the picture further to get rid of the white edges, or you can use the clone tool to extend the photo along the edges.

The clone tool
The clone tool is one of the most useful tools in the toolbox for a publisher because it enables you to add to pictures, get rid of distracting elements and extend what is needed.

Let's straighten a few pictures and extend the edges using the clone tool.

Fix skin flaws [band aid tool]

Another great tool in the box for a publisher is the band-aid tool. The clone tool 'clones' exactly where you click. It is great if you want more of the same of something. It is easy to 'extend' the bush in a picture using the clone tool.

The band aid tool gathers pixels from the surrounding area and gives a composite mix of them to the point of your brush. It is perfect for repairing skin flaws. An important element with Photoshop is knowing when to use which tool. Control Z is your friend, because, if you start in with the clone tool and it looks awful, you can switch to the band aid tool and, perhaps, it will look better.

Let's practice on some photos.

Course: #221 ♦ Photoshop Lab 8x10   **Length of Course**: 4 2-hr classes
Title: Editing Pictures for books using Adobe Photoshop

Description of Course:
321 is a Photoshop Lab that will familiarize the student with tools commonly used for editing photos used in books and learning how to brighten, touch up, extend, and repair.

Section 4

Material in the Course:
Book Covers

Outline:
Selecting a book cover photo
Checking the source of the photo
Adequate DPI/resolution & size
Adjusting tones
Book cover template adjustment
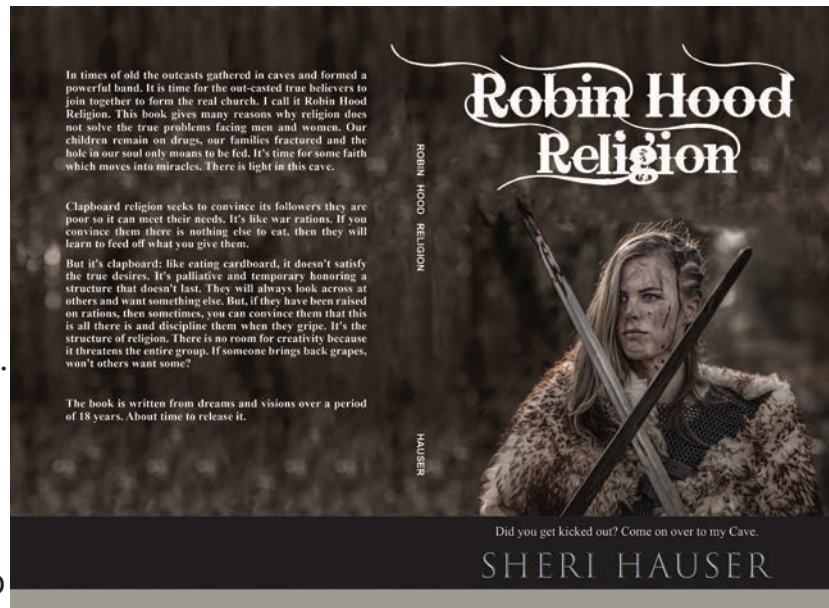Extending a photo
Setting the copyright

Selecting a book cover photo

Covers are unique in that they are a combination of pictures (or line art) and words. They need to be elastic and able to expand up and down—in and out because they are featured at a variety of sizes when advertised. A book cover is most often viewed postage size. Generally, a book cover includes a photo touched up using Photoshop and words. If you attempt to build the cover using Word, it will have issues dealing with the photo (and you will fight with the picture). If you attempt to build the cover using Photoshop, the words will be entered into the project as if they are part of the photo. They will not be elastic when the cover is up-sized or down-sized. The best software for building book covers in InDesign is because it retains the photos in original format and size as well as inserting text

which can vary in size and is stretchable (like Illustrator).

Once the cover is built, it must be converted (exported) using Acrobat to become a PDF. This smashes the words into the picture and freezes everything, so it won't move when viewed or printed. If you do not convert the cover from Word, Photoshop, or InDesign, it will move when printed or viewed on different screens. If anyone has attempted to insert pictures into Word, he/she knows what I mean when I say, "They move!"

The picture used for this cover was purchased on ISTOCK as a copyright released photo for $33.00. First I extended the photo by enlarging the canvas and cloning the background so the color continued to blend. I wanted it to be a wrap around cover. Then, I realized the tip of one of the swords was not in the photo. I went back to the website and saw they had a larger one with the tip of her sword in it. So, I copied just that part of the photo and attached it to the photo using Photoshop. The colors used for the base were taken from the photo using the eye dropper and sampling her fur. I selected Bleeding Cowboy font for the title because she looks battle worn. The font should match the topic. It would not be appropriate to select a modern font. The cover should accent the book, not detract from it. The cover was quite dark, so I needed to use white to enable the

font to show up. Yellow or white works OK for showing up on dark colors. Be careful to keep the lettering away from the edges.

Things to be aware of when building a cover

Importance: The book cover says what is inside the book. Its purpose is to draw attention to what is inside the cover and the back.
Needs to be positive. Book covers should not give any advertisement to the other side of the team. If it is a story of someone's life we do not want to focus on the negative, but the positive aspects of it.

What a book cover is not:

- **An advertisement.** A cover does not exist apart from the manuscript. It only provides a front door entrance to what is inside.
- **A lure**. It is not supposed to be like a dangling lure in front of a fish. We are not trying to catch someone unaware to draw them into purchasing the book.
- **A story**. It is not a picture story of what the book is about. Most of the time covers are seen in advertisements and they are postage size pictures. If the photos are too detailed, it will not be observed by most.
- **Actual, but representative**. The cover is not actual but represents what is within the pages. If the story is on weddings, you don't need a full-blown picture of a wedding on the cover, but something which represents a wedding.
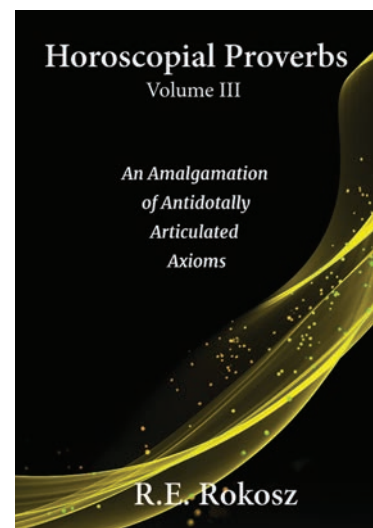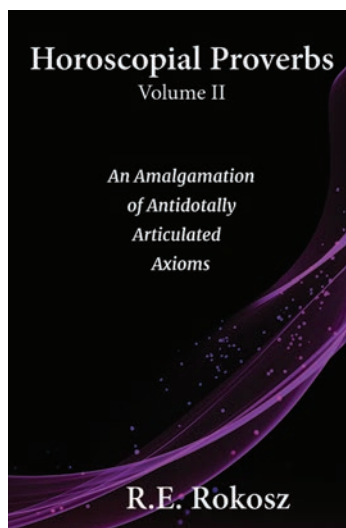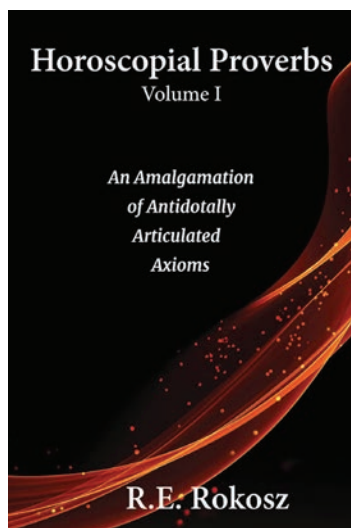
With the book covers above, we purchased one picture and used a filter to generate three different colors. This makes them look like a set of books. I think of 'sets of books' to be like children around the dinner table. They should look similar, but not the same. Others should be able to tell they are related when they sit next to one another.

Recognize that there is a character limitation with book pages regarding the width of the page. It is half the size of a standard notebook page.

- All pictures must be separated from the main file and attached separately. Do not embed the pictures or the manuscript in the e-mail (as some Mac computers are prone to do).

- Pictures need to be at least 200 pixels.

- Formats of RGB, CYMK or INDEX COLOR are ok.

- Black and White or color are OK

Notes on Pictures

1. The author automatically **owns the copyright** of all the pictures he/she drew, painted or photos taken from camera. (Copyright law)
2. The cover **can be built** using photos, line art, colors, or paintings. Whatever the initial format of the art is in, it must be digitalized prior to making a cover. If it is a painting, a photo must be taken and touchup done to remove shadows, etc prior to trying to make a cover. What this means is that the picture must be scanned into the computer or you can take a photo of it and give the digital file to the one who is trying to build the cover.
3. It is a good idea to make three or four covers and **pick between them**. The author needs to pick the cover, not his/her family, or friends.
4. Don't forget to **give recognition** to those who create covers (as a gift for the author). This is usually on the back of the front cover or in the fore matter pages.
5. Covers for **children's books** are made using one of the pictures which has been made for the book and developing it for use as a cover.
6. The author needs to **like the cover** because it represents the book.

It is HIS or HERS. Don't be afraid to tweak the cover until the author is REALLY happy with it. Maybe it needs to be a different color or a different shade. Keep working on it until you are both happy!

Checking the source of the photo

It is a good idea to check the source of the photo before beginning to work on it, because the photo copyright may not be available for the author to use. The Internet has expanded options for making lots of pictures available. However, as a publisher, you owe it to your author not to release a book cover containing a copyright owned by someone else. Part of the process of making and releasing the book cover is to 'set the copyright'. If the picture already has a copyright [by someone else] then it is considered copyright infringement to claim a copyright which is not rightfully theirs.

Checking the Photo

1. Ask the author where he/she got it?

2. Figure out who took the picture. If the author took the photo, then he/she owns the copyright to it. Generally, the one who took the picture owns the copyright. Cameras have data they attach to photos when they are taken. The data tells when the photo what taken and with which camera. It does not tell who was holding the camera!

3. General Internet photos: Was the photo obtained from the Internet? The Internet was originally started to provide an open source for people to draw from, consequently there are tons of photos on the Internet which are considered 'open source'. Any photo which does not have a claimed copyright is OK to use. To check the copyright, simply turn the photo over—check the properties information.

4. Facebook photos: Any photos put on Facebook are copyright released because Facebook has a waver, they make the person sign when uploading a photo. Be aware that Facebook automatically degrades photos when they are uploaded to save their data storage space. So, if the photo was taken from Facebook, it may not be usable because of its low resolution.

5. Family photos: Many have photos in their possession that they don't know who took the photo—they just ended up with it somewhere along the line. Old family photos fall into this category. If the photo is in the possession of the author and there doesn't appear to be any contention, then I use the photo. Again, I ask the author where the photo came from. If he/she doesn't know, then I give him a blanket statement to this effect, "If you can figure out who took the photo, we will give him credit."
    Generally, families are not concerned about sharing photos with one another and infringing on copyright, so it is more important to offer credit for the photo.

6. A photo of a photo: Sometimes authors REALLY want a picture of something, so they take a photo of the picture. They figure that because they took the picture [with their own device] they now own the copyright. It is a bit of a stretch. I try to encourage authors to be original in their presentation, and not copy someone else.

7. Local Sites: Historical sites, famous buildings and attractions are often a cover choice for authors. Again, steer them away from any photo which is copyrighted. They are welcome to go to the site and take their own photo to use in their book. The historical sites and famous buildings are not copyrighted. We are simply talking about pictures.

Adequate DPI/resolution & size

We have discussed dpi previously, so this is a review. DPI, resolution, and size of the photo is one of the biggest challenges faced by a publisher. A picture may look great on a computer screen, but lousy when printed. Commonly, photos used for Internet purposes are 72 dpi and a small size 2"x2". Photos used for printing purposes should be 200 dpi. You can trade in dpi for size, increasing the dpi while decreasing the size. If we did this to the photo above, it would be 1"x1" with a dpi of 200. This is the size of a postage stamp!

Those with 'fast upload knowledge' make their photos small with low resolution. However, there are many photos on the Internet by individuals

who are not aware of upload speeds or don't care. Cameras have settings which can be adjusted for high resolution or low resolution. Most cell phones [today] take photos of low resolution and, when the user desires to send the picture [use it] he is given a choice of high/medium/low indicating it will send quicker if it is low file size.

If an author has a photo he has taken with his own cell phone, then I encourage him to send it to me at the high resolution rather than low resolution.

Adjusting tones

Let's adjust some tones in pictures.

Book cover template adjustment

Book covers are, for the most part, wrap around—like a taco. The most impressive ones have the picture or design running all the way around the cover. Templates are general and based on page count. More pages need a thicker spine.

A spine with less than 100 pages is very narrow and cannot accommodate a font size which is readable by most, so KDP has their spine limit set at less than 100 pages for a spine. The font size on a paperback with 100 pages is 11. I have found 11 Arial to be the best.

Put some pictures on book cover templates and do adjusting.

Extending a photo

Oftentimes the author will present with a beautiful photo for their cover which is just a little too short for one side when the main objects are centered on the front. I draw the center front lines and place the photo exactly where we want it to be taking care to keep the
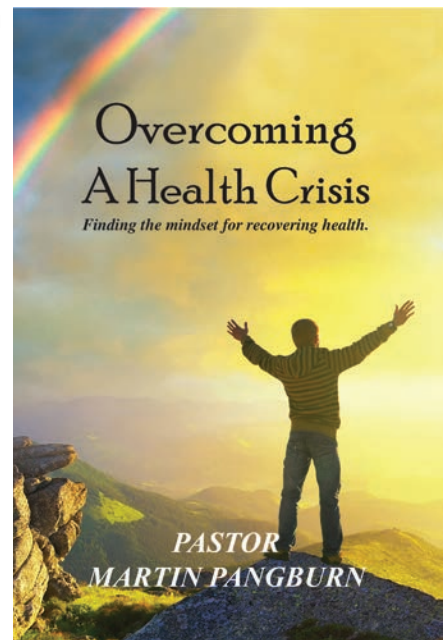
This is the photo we started with. He wanted the guy holding his hands up to be on the front of the book, so we flipped the photo. In Photoshop

Image > Image Rotation >Vertical or Horizontal.

Next we decided that we wanted the rainbow to go completely around the book. Well, it ended too early, so I cloned the rainbow and it continued to curve nicely. Also, the background needed to be added to, so I extended the canvas. Image > canvas

You can select pixels, measurement or percentage. I like to use percentage. I extend it white and add color.

The last photo adjacent is our finished product. Looks Good! I will show the entire wrap around cover on the next page.

Overcoming a Health Crisis is an arsenal of information to get you back on the road to health again during and after enduring the crisis of your life and your health. Our health is paramount to living life to the fullest and without it we just exist.

I want to get you on the road to recovery, because you are a Masterpiece of the Master's hand.
Overcoming a Health Crisis is the story about traveling to other countries, picking up a wild tropical parasite that was most difficult to diagnose, resulting in multiple TIA's and strokes. It is about resuming life again no matter the circumstance, pressing forward for answers, finding answers and help in the most unusual places outside of the typical medical community.
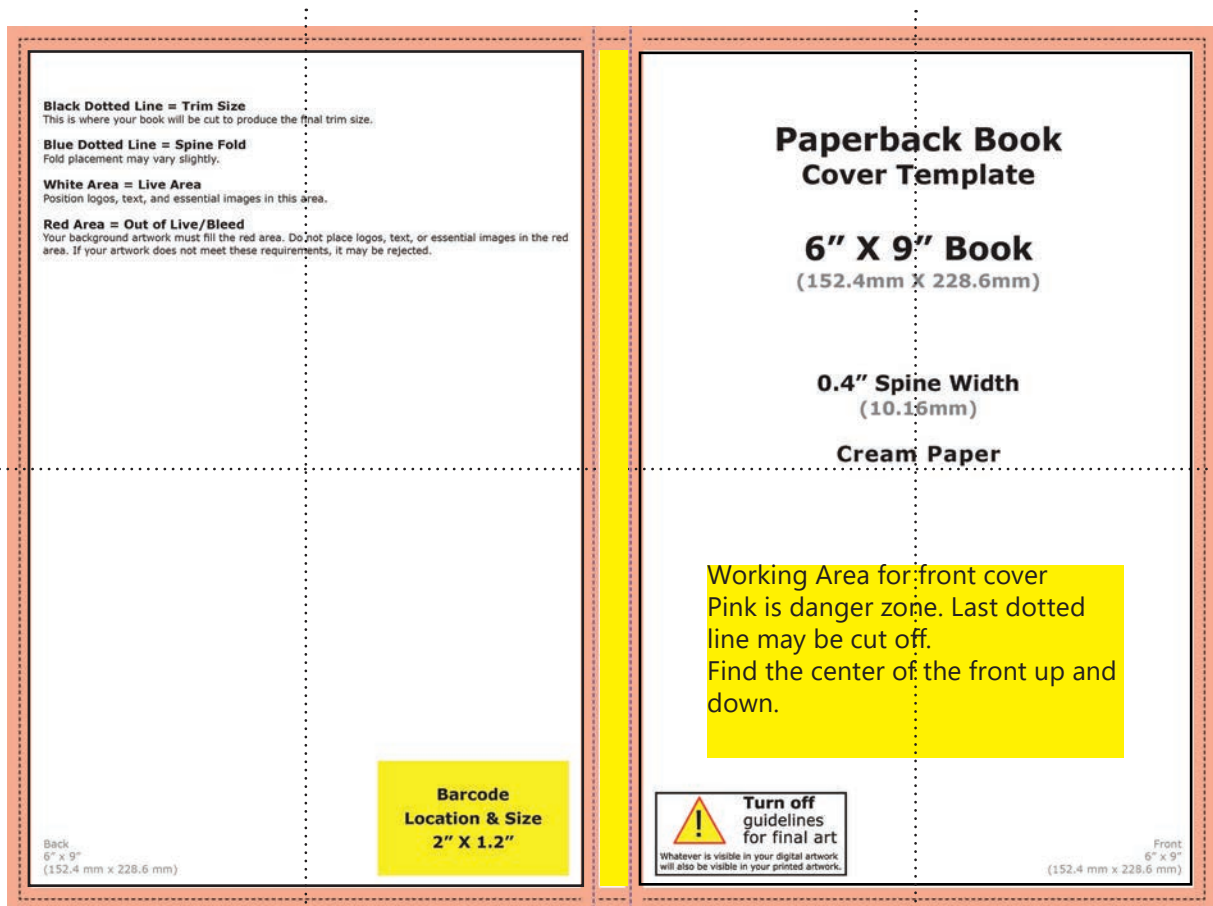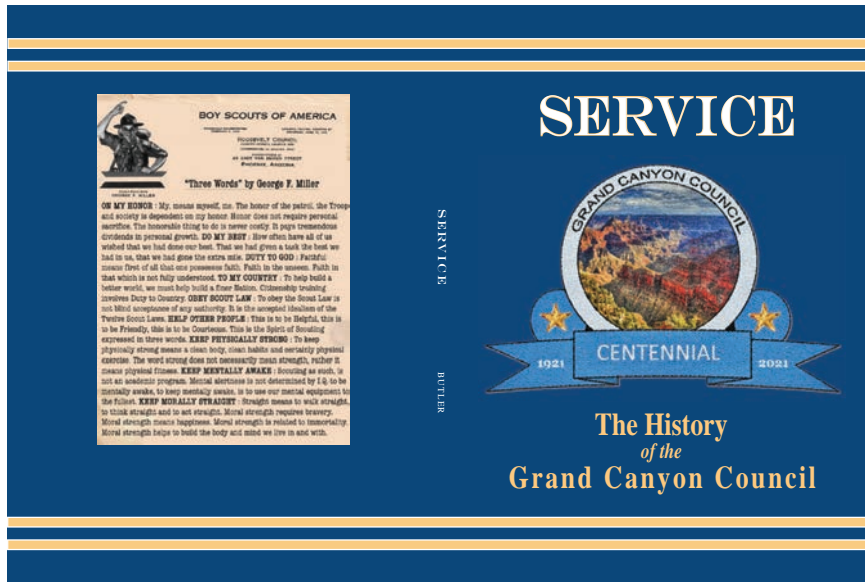The results have been a restored life. Read this story of incredible life and health challenges and how health was restored. It is a story of searching for answers and faith in God.

OVERCOMING A HEALTH CRISIS

Martin Pangburn

Overcoming A Health Crisis
Finding the mindset for recovering health.

***PASTOR
MARTIN PANGBURN***

Start by downloading the right size according to the page count and book size. Then open up a new InDesign file. I generally go with letter size and then re-size as needed. Make 4 layers. The template will be on the lower layer and you do not want it to move, so after you set the template, lock the layer. Lay out the template and put it on the lower layer. Then add the measurement options putting them on the top layer. As a general rule, Size fonts for covers are 60's. The author name slightly smaller 35-40. The smallest book KDP will permit and have a spine is 104

Black Dotted Line = Trim Size
This is where your book will be cut to produce the final trim size.

Blue Dotted Line = Spine Fold
Fold placement may vary slightly.

White Area = Live Area
Position logos, text, and essential images in this area.

Red Area = Out of Live/Bleed
Your background artwork must fill the red area. Do not place logos, text, or essential images in the red area. If your artwork does not meet these requirements, it may be rejected.

**Paperback Book
Cover Template**

6" X 9" Book
(152.4mm X 228.6mm)

0.4" Spine Width
(10.16mm)

Cream Paper

Working Area for front cover
Pink is danger zone. Last dotted line may be cut off.
Find the center of the front up and down.

**Barcode
Location & Size
2" X 1.2"**

⚠ **Turn off** guidelines for final art
Whatever is visible in your digital artwork will also be visible in your printed artwork.

Back
6" x 9"
(152.4 mm x 228.6 mm)

Front
6" x 9"
(152.4 mm x 228.6 mm)

This book was a hardbound 190 page full-color Boy Scout History Book. Awesome project. Note the template for the cover is similar, but with wider sides to accommodate wrapping around the book board.

The minimum for hardbound books with KDP is 87. We have found that putting two children's books together works well to make one hardbound book with a print price of around $12.00 per book, we can set the retail price at $19.95 and still make money for the author. It provides them with an option for hardbound books--which children love!
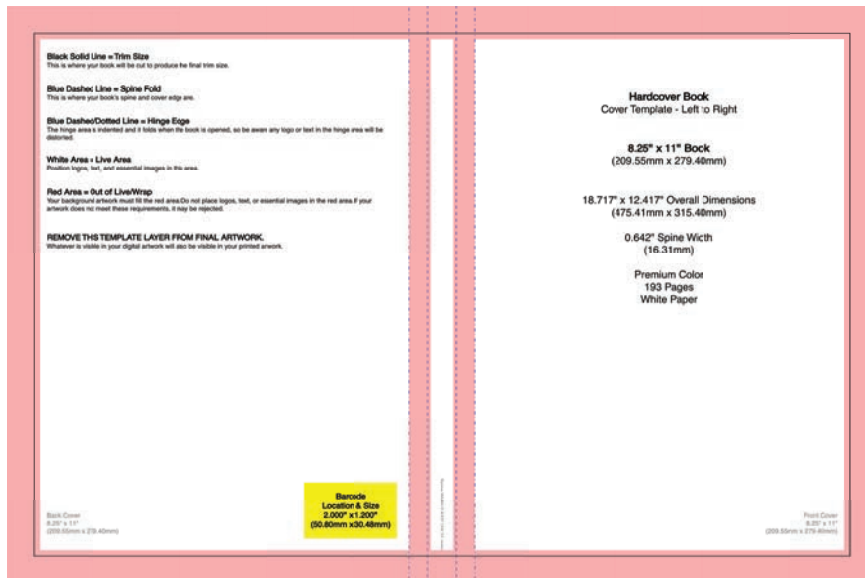
Sean wanted stars on the logo, so we added some! Also the boy scout motto was too cluttered with all those papers in the background, so we cut it out to put it on the back which makes a cleaner presentation.
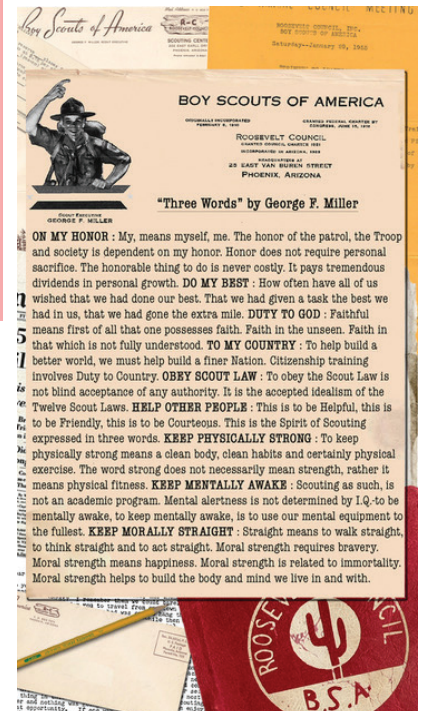
This was a small book (as you can see from the cover template). It is too short to have writing on the spine, so the cover continuously wraps around. I think of it like a taco!

She wanted to use her own photos, so we were challenged to make the print on the cover stand out. The music note on the back is her logo.

Many times authors want their logo or symbol of a set of books on the cover.

I do not recommend putting a price on the book cover because it could change due to print prices and Amazon will be liable for the sales cost printed on the cover.

If authors want to sell books locally, I print a sheet of price labels and they stick them on their books. It is good to have a price on the book, but not printed on the cover.

And, never put anything over the area designated for the bar code. There is no advantage of printing your own bar code on a book when submitted to KDP. The one they print on the book includes the isbn and the asin. ISBN is the International Standard Book Number (from Bowkers) and the ASIN which is their inventory number.
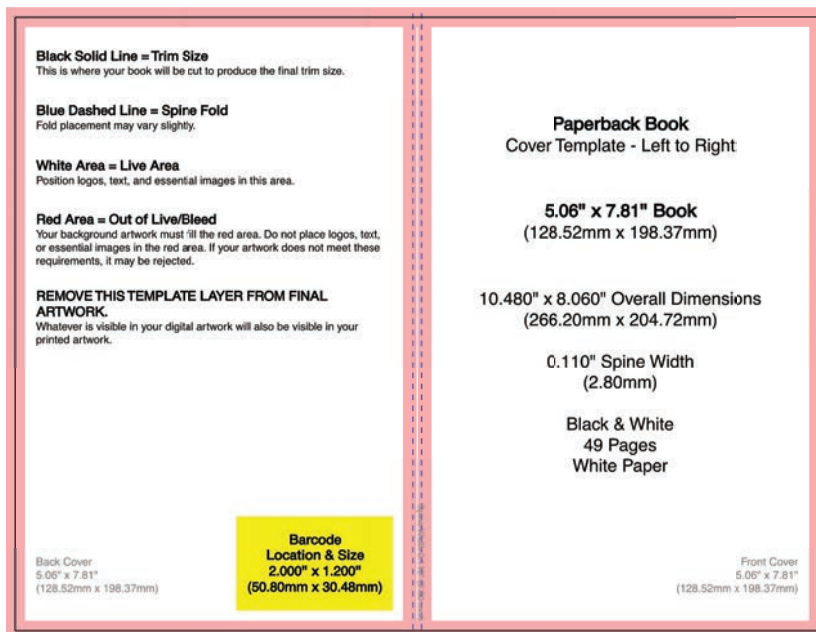
print away from the edges so it won't be cut off in the binding process.

Then, I extend the photo. Practice.

This book cover provides a good example of what is needed to develop a nice professional book cover.

The colors, the background and the rainbow were extended to enable it to wrap around the spine.
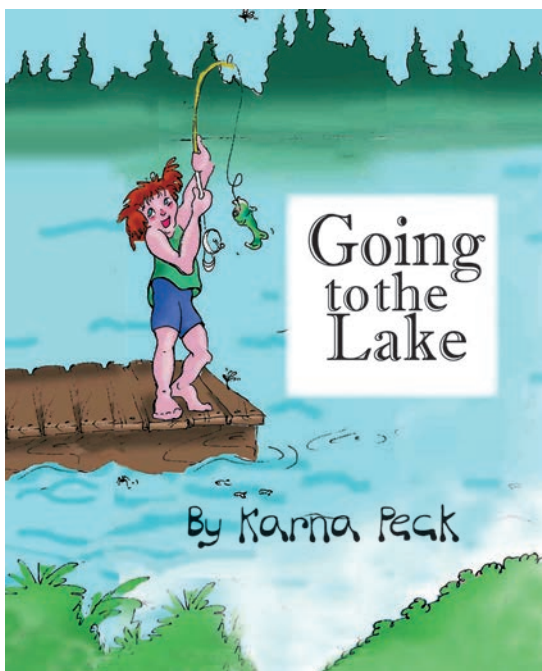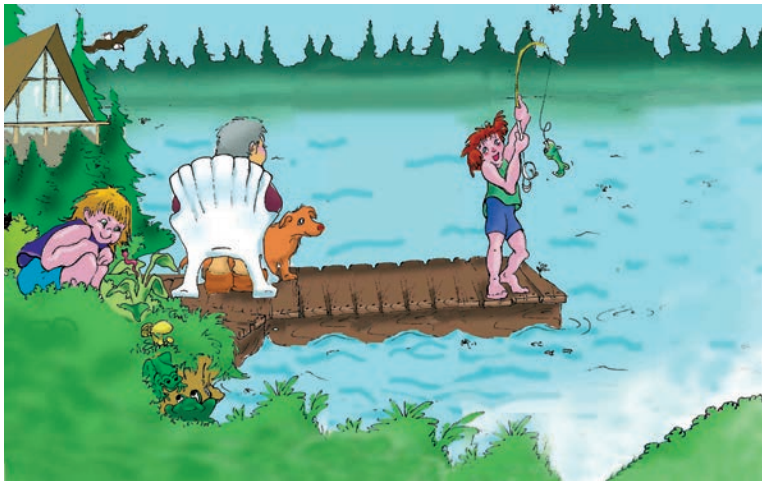
The picture used for this children's book cover was nearly perfect--because the artist is used to making pictures which work well in books. The spine wrapped around the book leaving the characters on the front and the back of the cover nearly centered. The only problem was the lettering got lost in the water. We fixed the issue with a white square in the water.

When you don't know what else to do and the back ground it too busy, you can always add a solid color background and write on it. Easy Fix!

Setting the copyright

The final step in making a book cover is setting the copyright for the author. It is important to set the copyright before turning the cover loose with the author (who will post it all over their social networks).

A copyright symbol is easy to make in Word. Type a (and then c and then) ENTER. ©
It is also available as a glyph in most fonts.

InDesign and Photoshop have similar fields for setting the copyright data. If you design something using InDesign and transfer it to Photoshop the copyright data will follow whatever you build.

Process:

File (at the top of the page)
>File Info
>Document Title: Give the title of whatever it is
>Author: List the Author by his/her official name
>Author Title: Author
>Description: I generally copy the summary of the book
>Rating: Stars. I figure if I am handing out stars, why not get 5?
>Description Writer: I list the author's name
>Key Words: Must be words followed by a comma. Use basic subject items.
>Copyright: Yes
>Copyright Notice: EX: © 2023 Glorybound Sounds
>Copyright Info URL: The question is, "Who can verify this copyright?" Generally, I put my website url in this spot, unless I am doing work for another publisher. Then I put their website.

Videos on YouTube

Indesign easy Video 1 – Introduction

InDesign Easy-Tools for a professional paperback by Sheri Hauser. This is video #1 of a set of short videos that accompany the book by the same title. This Introduction covers how to prepare files in the writing stage with the goal of publishing. What is the best software to write a book in? What is the best file foundation that leads in seamlessly to make a paperback book or a hardbound book? Subsequent videos will work through the steps of actually uploading a paperback book and an e-book with their covers to KDP. Just follow along.

Video link   https://youtu.be/q5NatVq8-Lo   Filename: indesign easy video 1.mp4

Indesign Easy Video 2 - Let's talk KDP

Indesign Easy-Tools for a professional paperback. This is video #2 in a series of videos that go along with the book by the same title. This video covers What is KDP? Advantages of KDP. Disadvantages of using KDP. Problems or errors with KDP. Video is by Sheri Hauser of Glorybound Publishing.

Video link   https://youtu.be/r5_04HXh6gE   Filename   indesign video 2.mp4

InDesign Easy Video 3 - Errors Not Flagged by KDP

InDesign Easy Series of short videos that correlate with the Book "InDesign Easy" Tools for a professional paperback by Sheri Hauser. This is #3 Video. Errors Not Flagged by KDP include pictures with a mask, overprint of photos, cover missing, smashed fonts on an e-book, type too small, color is off. Part of the Lasertrain.

Video link   https://youtu.be/4o6s41PWXio Filename: video 3.mp4

InDesign Easy Video 4 - signing up to KDP

InDesign Easy Series of short videos that correlate with the Book "InDesign Easy" Tools for a professional paperback by Sheri Hauser. This is #4 Video. We will go to the website and register with KDP with the intent of publishing a book on Amazon.

Video link: https://youtu.be/Ae5hQ6UcuOw   Filename: video 4 signing onto KDP.mp4

InDesign Easy video 5- Tour of KDP

InDesign Easy Series of short videos that correlate with the Book "InDesign Easy" Tools for a professional paperback by Sheri Hauser. This is #5 Video- Tour of KDP. We will go to the website and tour the tabs to understand their presentation. We will look at the bookshelf, check on the royalties, books sold and how to contact KDP.

Video link: https://youtu.be/WawrJc8_s6A   Filename: video 5 Tour of KDP.mp4

InDesign Easy video 6-What Sells Your Book

InDesign Easy Series of short videos that correlate with the Book "InDesign Easy" Tools for a professional paperback by Sheri Hauser. This is #6 Video-What Sells Your Book. The video gives a walk-through Amazon to show why certain books may be selling better than others. The video caps with showing how to find your books' url and put it on Facebook.

Video link: https://youtu.be/XoaZj22i3c8   Filename: video 6 what sells your book.mp4

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