

TIPS ON PREPARING IMAGES FOR A SHUTTERFLY PHOTO BOOK

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From my experience developing a Shutterfly photo book I have the following recommendations.

First, you'll need to **open a Shutterfly account** if you don't already have one, at <<http://www.shutterfly.com/>> Consider registering for a 'Pro Gallery account if you think you might want to use Shutterfly at some time to sell your images. This also may qualify you for special pricing.

A. Make sure your **monitor** has been recently calibrated (in the past month or so) by a colorimetric device (not Adobe Gamma software)

B. Give some thought to a **theme and title** for your book, a **preface**, and **captions** for the images (captions are an option). Bear in mind that a *spine* (listing title and maker) is currently available only in the square books (8 x 8 in and 12 x 12 in.). A spine is handy for identifying books that are stored vertically on a shelf.

C. **Create a new folder/directory** on your hard drive to hold your 'book-ready' images.

D. **Select the images you wish to include** in the book. Although the basic book has 20 pages I suggest you select more than 20 images since you may decide to have several images on some pages and/or want more than 20 pages to accommodate your images. *On the other hand, if you do not fill your basic quota of 20 pages you'll have some conspicuously empty pages at the end of the book.*

E. **Copy** the images to this folder/directory. (No need to sort the images since you'll do this after you upload them to your 'album' on the Shutterfly site)

F. **Prepare each of your images** to comply with the Shutterfly requirements (I recommend that you begin with high quality images from which you've already made prints):

- **Flatten all layers**
- **If your image is 16-bit** (captured in RAW), convert to 8-bit
- **Color space** – sRGB (if your image is tagged for another color space use Photoshop to 'Convert to Profile', and choose sRGB)
- **Leave images edited as is**
 - If you do not want Shutterfly to auto enhance (ie, the color balance and saturation) of your images turn off 'VividPics' when online. (I recommend turning off VividPics.) Log into your account, open an album/book, select ENHANCE/FIX PICTURES and then select the EFFECTS tab. Click "don't apply Vividpics to this image".
 - For Pro Gallery Members you can globally turn off Vividpics in the Account Setup area
- **Dimensions** - depend on size of the book:
 - 12 x 12 in. – 2400 x 2400 pixels (= 200 ppi) (in order to accommodate oblong images within the square format, 'full bleed' pages will need to be cropped online – by clicking on the thumbnail)

- 8.5 x 11 in. – 1700 x 2200 pixels (see message above about full-bleed, etc.)
- other sizes – check the Shutterfly Help section online

IMPORTANT: To simplify the **sizing** of your images (which are likely larger in pixel dimensions than those above) we recommend that you take the image as is (i.e., the copy that's in the Book folder), sharpen it, and just upload it to your album/book folder on Shutterfly.com (see message below under **Uploading your folder**, etc.) According to member Philippe Cailloux, what we recommend are "minimum dimensions". For example, on a 12 x 12 page, a photo with more than 3000 x 2000 (up to 3600 x 2800) pixels will look better.

When you later select the image for a page the online software will automatically scale it to fit the page, or the layout of the page in case you've chosen more than one image on that page.). This avoids having to deal with resampling and resolution (ppi). However, since this freezes the aspect ratio and may crop some of the image, click the image to bring up a larger view of the same image showing the adjustment tool. This is a frame that can be moved to obtain the best composition from the crop.

For those who feel comfortable about doing their page layouts in Photoshop, this is acceptable, provided that your 'full-bleed' page size fits that of the book you plan to develop.

- **Save as JPEG on the highest quality setting** (max – 12), and check Baseline Standard format

G. Uploading your folder of images

Welcome Lawrence

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[Add pictures](#) | [Select pictures](#)

Click 'Browse' to select **JPEG** pictures on your computer. When you are done, click 'Add now'.

[← Back](#) [Add now](#)
 Select album Upload picture(s)

NOTE: Your pictures will be added to album **2007-04-27**.

Picture 1	<input type="text"/>	Browse...
Picture 2	<input type="text"/>	Browse...
Picture 3	<input type="text"/>	Browse...
Picture 4	<input type="text"/>	Browse...
Picture 5	<input type="text"/>	Browse...
Picture 6	<input type="text"/>	Browse...
Picture 7	<input type="text"/>	Browse...
Picture 8	<input type="text"/>	Browse...
Picture 9	<input type="text"/>	Browse...
Picture 10	<input type="text"/>	Browse...

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If you're sure you already have Upload Assistant, [click here](#) to upload multiple pictures at once.

- [→ See copyright policy](#)
- [✘ Cancel upload](#)
- [✓ How long will this take?](#)

Once you've signed on to Shutterfly and gotten started on your book, look for the link entitled '**Add pictures**' (upper left corner, above), which will take you to the above screen. Since your image sizes will be very large (a few megapixels), using the 'Browse' option on the left requires you to find images one by one, and will make uploading very cumbersome. Instead, we advise you to download the free Upload Assistant (for Windows only) software (link on right side). This enables you to upload the entire folder of your book images. It will still take time, but you can click a button and go to sleep while it's taking place. Unfortunately this works only with Windows at present. MAC users will have to be patient during selection and uploading of their images, and may wish to do it over several sessions.

You're on your own now.

Once the images are uploaded to your album on Shutterfly the rest is fairly straightforward. Decisions you'll need to make include selecting from each of the choices in the top bar of the page below (Style – Pages – Cover – Preview). As you click on each one, a new panel of choices opens up on the left, per the sample page below. With a little practice you'll get the hang of it. Remember – it's neither necessary nor advisable to do it all in one sitting. When you need a rest just save your 'project', log out and return to it anytime.

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8.5x11 Classic Book | Edit pages

Save "2007-01-13" - 22 pages | [Start over](#) Style Pages Cover Preview [Next >](#)

Page options:
Add Delete Zoom Arrange

Layouts: Choose layout for selected page
Pictures per page: 1 2 3 4 5+ Text

Backgrounds Edges

Apply to all pages
Find layout of selected page

Get more pictures Hide used 1-40 of 50 Pictures [Remove](#) | [Sort](#) | [Auto-fill](#) | [Save pictures](#)

Help us improve Photo Books. [Send us feedback](#).

Have fun!