

General Specifications

 Design your book pages. Photoshop template files are available for download. Go to www.shutterfly.com/ digitalscrapbook/book/specs.jsp and choose template size desired.

If you are using a different application, page, title page and cover dimensions for all book sizes are listed on pages 3–6.

- 2. Recommended image size is 300 PPI at 100% size.
- 3. Design in **RGB** color mode.
- 4. Design and Save files, for upload, as **sRGB JPEGs** at **300 PPI** (pixels per square inch) resolution.
- 5. The default photo book includes 20 pages, maximum 101 pages (10 double-sided sheets). You may also chose to design the cover and *spine* on a photo cover photo book. Please see the layout instructions for the title page for cloth or leather covers with a *die cut* window.
- 6. A glossary of terms is provided at the end of this document; italicized words are included in the glossary.

Once you have uploaded your pages into a Shutterfly album:

- 1. **Turn off VividPics**. VividPics® is Shutterfly software that sharpens and brightens digital photos.
 - a. Select all the images for your book in your album
 - b. Under the Edit Menu, choose Apply Effect
 - c. Check "Don't apply automatic corrections to picture"
 - d. Click "Apply this effect to selected pictures"
 - e. Select "Yes," when asked if you are sure you want to apply this effect to the current set of pictures.







- 2. Turn off EasyCrop. Easy Crop is Shutterfly software that auto-crops and adds *bleed* for you.
 - a. Select an image for your book in your album
 - b. Under the Edit Menu, choose Crop
 - c. Click on "Custom crop tool"
 - d. The crop guides should be extended all the way to the edge of your page.
 - e. Repeat for all the images you plan to import into your book.



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Design Recommendations

1. **Bleed, Trim and Live:** Every page and cover layout refers to 3 critical areas of the layout:

Bleed: you must extend your design into the bleed area, this area is the "extra" part of the design or background that is trimmed off to ensure there are no white edges on the page.

Trim: This line indicates where the book page will be cut from a larger sheet. The trim may vary slightly because of equipment tolerances.

Live: The *live area* is considered the "safe" area for critical design elements. It is recommended to keep text and other critical elements .25" from the trim line, inside the "live" area.

- 2. Large areas of solid color: It is recommended to avoid using large areas of solid mid-tone tints (30–70%) as they may not print as evenly as expected. Textured backgrounds and backgrounds with contrast print best.
- 3. **Minimum font and rule size:** We recommend using fonts 8 point or larger and rules, 2 points or thicker. Script fonts, with fine strokes, should be set in a larger font size and in darker colors.
- 4. **Page Numbering:** Shutterfly layouts allow default page numbering. Full bleed pages should include a page number on the design as the image will cover the Shutterfly page numbering.



Page Size	Trim Size		Bleed	Bleed Size	
	height	length	height	length	
5 x 7	5.5	7.12	5.7	7.37	
7 x 9	6.74	8.72	6.98	9.03	
8 x 8	7.75	7.75	7.95	7.95	
8 x 11	8.50	11.00	8.593	11.12	
12 x 12	11.75	11.75	11.95	11.95	

Page Layouts Specifications are detailed below:

The live area, represented by the red rule, is recommended area in which to place text and other critical elements no closer than 0.25" from the trim line.





Title page layouts specifications are detailed below:

Hard photo cover books are available with non-photo covers that include a die cut window which shows through to the first page of the book. The title page is first covered with an die cut end leaf and then the die cut cover. The die cut in the end leaf is slightly larger than the die cut in the cover.

Cover	End Leaf Die Cut		Origin	Cover Die Cut		Origin
	height	length	x,y	height	length	x,y
8 x 8	3.125	3.125	2.19,2.66	2.75	2.75	2.38,2.85
8 x 11	3.375	4.375	2.625,3.50	3.00	4.00	2.875,3.75
12 x 12	4.375	4.375	3.31,4.04	4.00	4.00	3.50,4.23

It is recommended to have your title page image be larger than the dimensions of the end leaf window to accomodate for machine tolerances.

Alternatively, you may use a Shutterfly title page layout instead of building your own.











Size	Cover		Cover + Turn-in		Spine + Joint
	height	length	height	length	length
8 x 8	8.00	7.50	9.7	8.35	1.437
8 x 11	8.75	10.75	10.45	11.60	1.437
12 x 12	12.00	11.50	13.7	12.35	1.437

Hard photo cover layouts specifications are detailed below:



cover length



turn-in

cover + turn-in length





Cover	Trim		Bleed		Spine + Joint
	height	length	height	length	length
5 x 7	5.50	6.82	5.70	6.95	0.90
7 x 9	6.74	8.42	6.98	8.58	0.90
8 x 8	7.75	7.45	7.95	7.55	0.90

Soft photo cover layouts specifications are detailed below:







trim



Glossary

Bleed: The part of the page or background beyond the trim which will be cut off. Bleed is necessary to ensure there are no white edges on the pages or the cover.

CMYK: (Cyan, Magenta, Yellow and Black). CMYK are the four colors used in "process" printing.

Shutterfly's software will optimize the conversion of your RGB files to CMYK for printing.

Creation Path: The pages on the Shutterfly web site where a product (book, card, calendar) is designed.

Die Cut: A shape cut out of a printed material or board.

DPI: Dots per inch, the measure of toner/ink dots printed by a machine.

End leaf: A folded sheet of paper used to bind a book's cover to its interior pages.

Guidelines: Non-printing lines in the Photoshop templates identifying trim and live areas.

Gutter: The inner margin of facing pages.

Joint: The flexible hinge where the cover of a hardbound book meets the spine.

Live Area: The area of a layout in which all critical design elements should be placed, usually 0.25" away from trim lines or gutters.

Page: One side of one sheet of a book.

PDF: (Portable Document Format) An Adobe file format which enables a document to be distributed on different operating systems while preserving the layout without the original source application.

PPI: Pixels per Inch, the measure of digital file resolution.

RGB: (Red, Blue, Green) RGB is the additive color model used for color video display, as on a computer monitor. All artwork must be uploaded to Shutterfly's web site as RGB. If using a professional version of Photoshop, save images with the sRGB profile.

Spine: The center piece of a book connecting the front and back covers.

Template: A Photoshop file saved in the exact dimension as Shutterfly's book layout. Download, open and use these files to build your books. Do not change the canvas size or document resolution.

Turn-in: The continuation of the cover artwork which wraps around the cover board. It is important to continue your design into the turn-in or the cover edges may show white (similar to bleed in function).

Trim: The line where the page or sheet will be cut.