THE FOUR
MOST COMMON MISTAKES
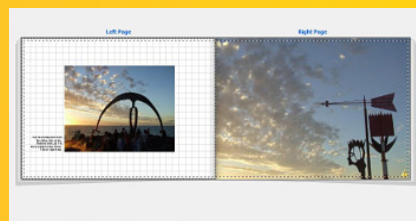### OF FIRST-TIME PHOTOBOOKERS

1

2

NOT ALLOWING FOR THE GUTTER

Be aware that books are securely bound by stapling from the side, thus forming a "gutter" between left and right pages. You will lose a cm or two of content as a result (unless you have a book that uses our premium layflat paper).

Do not place text close to the gutter, or have important image content in the same region. See below for a better layout for the above example.

3

OVERESTIMATING TEXT SIZE

Many people make the mistake of sizing paragraph text so that they can read it easily in the software workspace, or on the page preview.

This can result in your book containing larger print size than envisaged. In extreme cases, the book can take on the feel of a children's storybook.

If you wish to check the size of printed text as it will appear in a Cahoots book, type some sample text in Word using the same font and print it out. Text printed with the same font and point size in Word, will appear the same size in your printed photobook.
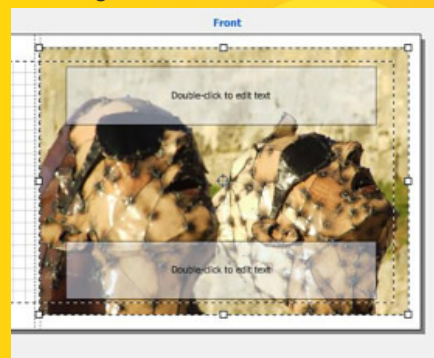
NOT ALLOWING FOR BLEED

If you wish to have an image extending over the entire cover, ensure you extend the image well past the dotted bleed line. This allows some tolerance during production, avoiding unwanted slithers of background colour around the edge of the cover.

The same applies if you wish to have photos run off the edge of an internal page. Ensure the edges run beyond the dotted bleed line.

Take a look at the examples below, showing correct allowance for bleed.

4

MIS-ALIGNED IMAGES

Unless you like to have a scrapbook feel to your photobook, you should pay some attention to alignment of your images, when using your own layouts.

If possible, use a standard layout as your starting point. By using cut and paste, you can ensure boxes are the same size. Use the arrow keys on your keyboard to nudge a highlighted image 1mm in the chosen direction.

The preview button can be used to zoom in to check your alignment. You can also use coordinate information in the lower left of the screen to check the consistency of coordinates.

cahoots
TURNING PHOTOS INTO BEAUTIFUL BOOKS