



## Bob Books

# Creating artwork using Adobe InDesign or Adobe Photoshop.

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### Introduction:

Here at Bob Books we understand that some people prefer to use their own programs when designing a book. That's why we have developed a set of instructions to help you use your own programs. This PDF gives you details on what dimensions you need to set your documents as, depending on what type of book you are designing and information on what type of file to export your layouts as.

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The great thing is that you always have control over how your book looks. Once you have exported the layouts as images and started to drop them into the Bob Designer software you can make your own editorial decisions before ordering the finished thing through the software.

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### Exporting and placing your images:

When exporting your artwork please ensure you use the following file types:

**File format:** JPEG or TIFF

**Colour format:** sRGB

**Resolution:** 300dpi

When creating TIFFs from Adobe Photoshop, please make sure that the *Image Compression* is set to 'NONE', the *Pixel Order* is set to 'INTERLEAVED (RGB)' and the *Byte Order* is set to 'IBM PC'. This ensures that the software can read the images correctly.

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Once you are ready to place the images into your selected layout make sure the *Auto Image Adjustment* is turned off. When on, this will automatically try to correctly fit the images into the selected spread and will affect any images that have been edited externally.

If you have designed your images to fill a page or spread, and you want them to fit the spread correctly, once the image has been placed into the software 'right click' on the image and select *Use Image as Background* from the *Image Options* tab. This will fit the image to the exact page measurement.

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### Placing your order and supplying payment details:

When you feel you have finished and want to place your order, simply click on the *add to basket* button and then the *place order button*, after just follow the instructions.

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### Important information:

- Your cover can be designed as a full bleed image.
- The first and the last pages are single-pages, and will need to be designed as single-pages (rather than as double-page spreads).
- Any fonts you wish to use within your designed layout must be embedded.
- The back cover of our books contain a barcode that cannot be removed. Please take this into consideration when designing your book. The barcode on the back cover measures approximately 33 mm wide by 12.1 mm. The position of the barcode is in the centre of the cover and 3 mm from the bottom edge of the cover.
- The back pages of all our books come with a logo and barcode, sadly this can not be removed. However, this page can not be printed on and will not affect your design. Please note this is not included in your total page count.
- Our Bob Designer software is currently available on Mac OS X 10.5, Windows operating systems from Win2000 and Linux systems.
- Sadly we can not accept artwork sent directly to us.



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## Choosing your page and spine dimensions:

### Page dimensions

(Sizes are given in millimeters and **include** a 3 mm bleed for the inlay pages and a 10 mm for the cover)



#### *Large Portrait*

Hardback cover: 577 x 382  
Single-page: 273 x 362  
Double-page: 546 x 362



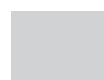
#### *Large Square*

Hardback cover: 610 x 316  
Photographic cover: 610 x 316  
Single-page: 298 x 302  
Double-page: 596 x 302



#### *Portrait*

Hardback cover: 438 x 295  
Paperback cover: 430 x 290  
Single-page: 215 x 278  
Paperback single-page: 208 x 276  
Double-page: 424 x 278  
Paperback double-page: 416 x 276



#### *Landscape*

Hardback cover: 568 x 230  
Photographic cover: 568 x 230  
Single-page: 286 x 216  
Double-page: 554 x 216



#### *Square*

Hardback cover: 438 x 230  
Photographic cover: 438 x 230  
Paperback cover: 430 x 225  
Single-page: 212 x 216  
Paperback single-page: 208 x 211  
Double-page: 424 x 216  
Paperback double-page: 416 x 211

Please keep in mind when designing a Hardback or Paperback book that any images or text, within a spread, placed too close to the gutter (middle of the spread) will occur a slight loss of image (an area roughly 10 mm). This is due to the method of binding and can not be avoided. Our Photographic books however have no gutter and therefore offer 'perfect' double-page spreads.

### Spine dimensions

When designing your cover you will need to add additional spine width depending on the amount of pages you have chosen.

#### *Hardback*

Pages	Spine width
26	6.6 mm
34	6.6 mm
42	8 mm
50	8 mm
58	9.3 mm
66	9.3 mm
74	10.7 mm
82	10.7 mm
90	12 mm
98	12 mm
106	13.4 mm
114	13.4 mm
122	14.8 mm
130	14.8 mm

#### *Paperback*

Pages	Spine width
26	3.2 mm
34	3.2 mm
42	4.6 mm
50	4.6 mm
58	5.9 mm
66	5.9 mm
74	7.3 mm
82	7.3 mm
90	8.7 mm
98	8.7 mm
106	10.1 mm
114	10.1 mm
122	11.5 mm
130	11.5 mm

#### *Photographic*

Pages	Spine width
26	9 mm
34	10.2 mm
42	11.4 mm
50	12.6 mm
58	13.8 mm
66	15 mm
74	16.2 mm
82	17.4 mm

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## Contact information:

If you have any questions or are unsure about any of the information above please don't hesitate to contact us:

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