

**ELEMENTAL**  
Design, LLC

**Tel 504.701.9994**  
**Fax 228.832.9997**

**14376 Campground Road**  
**Saucier, MS 39574**

Photo Book FAQ

#### QUICK PHOTO BOOK CHECKLIST

- TYPE OF PROJECT (wedding, tribute, baby, travel, portfolio, etc.)
- NUMBER OF IMAGES (20-30% more than number of pages is typical)
- NUMBER OF PAGES
- NUMBER OF CAPTIONS
- BOOK SIZE
- COVER STYLE
- DEADLINE
- SPECIALTY SERVICES (scanning, image restoration, photo composites, removal of objects and people from an image background, graphic illustrations, stock photos, assistance narrowing down photos)

#### WHAT'S INCLUDED IN YOUR FEE AND WHAT'S NOT?

This is a very important question! Elemental Design does not charge hourly, but charges a flat, value based fee to design your project so there are no surprises.

Included in our fee is:

- Initial design consultation to review all the options and design needs for your project
- Email or phone consultations or communications during the design process
- Design of the interior of your book
- Design of the exterior of your book (front, back, spine and flaps (if any) of your cover)
- Minor image editing (red eye, cropping and minor color correction) of images. We let you know before we begin your project if any photos will require specialty services to look the best in your book.
- PDF draft proof and 1 revision
- Technical support is provided every step of the way. From file transfer to how to view the PDF files – if you need assistance, we are there to help!
- Typically the only thing that is NOT included in our service is the cost to purchase and ship your book(s). You will be provided with a link to where you can purchase your book online. Some special gift certificates will include one book as specified.

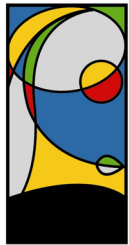
#### WHICH PHOTOS SHOULD I CHOOSE TO INCLUDE IN MY BOOK?

You may already know the exact pictures you'd like to include in your book. Here are some additional tips that may help narrow the selection down. For an additional fee, we can also narrow down your photos. We understand how hard it is to do.

- Choose pictures that are candid and show character.
- Choose a mix between close ups and group photos.
- Choose photos that show the most important stages in someone's life.
- Choose photos that tell a story
- Stay away from photos that are too small, low resolution or out of focus.

#### HOW MANY PICTURES SHOULD I HAVE?

Typically you will need 20-30% more images than the number of pages you want for the book. For a 100 page book, you'd need to provide us with at least 120-130 images. More images let us make the best selection for the book.



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#### WHAT SIZE/RESOLUTION SHOULD THE IMAGES BE?

The higher the resolution of the image, the better quality the image will print. Image files need to be at least a 1.2MB file size image to print on paper. If you give us low resolution images, we may not be able to use them or they may have to appear in the book in a much smaller size! Even though a 350K file size image looks good on a phone or the internet, it doesn't look good printed in a book. If that is the only image you have of a very important event, we will do what we can.

#### HOW CAN MY BOOK BE BETTER?

Image quality is important. If you have important images that are old, scratched or faded they should be restored. We can create composite group photos with everyone smiling or looking the right direction if you have multiple images to work with. Removal of objects and people from an image background can make a big difference in the overall look and feel of your book. Extensive image restoration services are available upon request.

#### HOW LONG WILL IT TAKE?

Length of time varies with the size and the amount of customization we do for your project. Typically allow from 2 to 4 weeks for the design of the project to be completed. Include two weeks for printing with standard delivery.

#### WILL MY PERSONAL INFORMATION BE KEPT PRIVATE AND CONFIDENTIAL?

We understand that when it comes to family photos and personal information, privacy is very important. Our clients can be confident that their photos will be treated with discretion. We can sign confidentiality agreements whenever requested.

#### PHOTO EDITING / ENHANCING EXAMPLES:



5 out of 7



Everybody smiling and looking at camera



6 out of 7



Everybody smiling and looking at camera