

Photo Book Project Checklist

Brainstorming & Outline:

- ☐ What story do you want to tell?
- ☐ What is the main theme or message you want to convey?
- ☐ What emotions do you want to evoke in the viewer?
- ☐ Is there a specific event, time period, or location that serves as the focus?
- ☐ Will this be a series? ☐ If so, how many books are you envisioning?
- ☐ How will the themes and stories connect across the series?

Purpose:

- ☐ What is the main purpose of this photo book?
- ☐ Personal keepsake or gift
- ☐ Portfolio showcase
- ☐ Event documentation (wedding, travel, etc.)
- ☐ Art project or exhibition ☐ Resale or commercial distribution
- ☐ Who is the target audience?
- ☐ Yourself, friends, and family
- ☐ Potential clients or employers
- ☐ General public
- ☐ Specific niche or interest group (e.g., nature lovers, art collectors, sports fans)
- ☐ Other (please specify): _____
- ☐ What are their interests, preferences, and expectations?
- ☐ What kind of connection do you want to create with them through your photo book?

Photo Selection:

- ☐ Gather all your photos: Collect digital photos and scan any printed photos you want to include.

- ☐ Organize and curate: Sort photos into folders based on the theme or timeline.
- ☐ Edit and enhance: Crop, adjust colors, and remove any blemishes or distractions.
- ☐ Choose your best photos: Select the most meaningful and visually appealing images for your book.
- ☐ Consider the flow and narrative: Arrange photos in a logical order that tells your story.

Storytelling & Text:

Narrative Arc:

- ☐ Outline the beginning, middle, and end of your story.
- ☐ Consider the emotional journey you want the viewer to experience.
- ☐ Identify key moments or turning points that deserve emphasis.

Captions & Text:

- ☐ Will you use captions to describe each photo?
- ☐ Do you want to include longer text blocks to provide context or background information?
- ☐ Consider using quotes, poems, or song lyrics to add depth and emotion.
- ☐ Decide on the tone and style of your writing (e.g., formal, informal, humorous, poetic).

Font Choices:

- ☐ Choose fonts that are legible and complement your photos.
- ☐ Use a limited number of fonts for a cohesive look.

Layout Planning:

- ☐ Determine the theme and think of what you want the overall look to be: (e.g., travel, scenic, wedding, portfolio)
- ☐ Choose a catchy and relevant title to set the tone for your book.
- ☐ Decide on a photo layout style: Will you use single photos, collages, or a mix?

- ☐ Add space for text: Will each page have text? Or only some, or a mix?
- ☐ Design the cover: Create an eye-catching cover that reflects the theme of your book.
- ☐ Select a photo book service or software: Research different options and compare prices, features, and templates.
- ☐ Decide on the book size and format: Consider the number of photos you have and how you want to display them (e.g., landscape, portrait, square).
- ☐ Estimate the number of pages: This will help you plan your printing and budget.

Print Planning:

- Color: ☐ Full color ☐ Black and white ☐ Combination of both
- Paper (Inside Pages): ☐ Matte ☐ Gloss ☐ Uncoated
- Cover: ☐ Matte ☐ Gloss ☐ Uncoated
- Cover Finishes: ☐ Soft touch lamination ☐ Gloss lamination ☐ UV gloss ☐ None
- Size & Page Count: ☐ Determine the dimensions and number of pages for your book.
- Binding Type: ☐ Saddle stitch ☐ Perfect bound (softcover) ☐ Spiral ☐ Wire-o ☐ Hardcover
- Proofing: ☐ Electronic ☐ Hard Copy

Final Touches:

- ☐ Review and proofread: Check for spelling errors, typos, and any layout issues.
- ☐ Preview your book: PrintingCenterUSA offers a free on screen interactive flipbook proof of your book!
- ☐ Order your photo book: Once you're happy with the design, place your order!