Books, Calendars, and Cards

At first, gift-giving is fun. During those first 10, 20, or 40 birthdays, anniversaries, graduations, Valentine's Days, Christmases, and so on, you might actually *enjoy* picking out a present, buying it, wrapping it, and delivering it.

After a certain point, however, gift-giving becomes exhausting. What the heck do you get your dad after you've already given him birthday and holiday presents for 15 or 35 years?

If you have iPhoto, you've got an ironclad, perennial answer. The program's Book feature lets you design and order (via the Internet) a gorgeous, professionally bound photo book, printed at a real bindery and shipped to the recipient in a slipcover. Your photos are printed on glossy, acid-free paper, at 300 dots per inch, complete with captions, if you like. It's a handsome, emotionally powerful gift *guaranteed* never to wind up in the attic, at a garage sale, or on eBay.

These books ($20 and up) are amazing keepsakes to leave out on your coffee table—the same idea as most families' photo albums, but infinitely classier and longer lasting (and not much more expensive).

Since iPhoto's debut, in fact, the self-publishing business has expanded. You can now create equally great-looking calendars (covering any year, or an arbitrary bunch of months), postcards, and greeting cards. In iPhoto '08, your hardcover books even come with glossy paper dust jackets, with text and photos on the overleaf and back cover.

Fortunately for you, the designing-and-ordering tools are the same for all of these photo-publishing categories. This chapter begins with a tour of the book-making process, and follows up with calendars, greeting cards, and postcards.

Phase 1: Pick the Pix

The hardest part of the whole book-creation process is winnowing down your photos to the ones you want to include. Many a shutterbug eagerly sits down to create his very first published photo book—and winds up with one that's 99 pages long (that is, $109).

In most of Apple's ready-made book designs, each page of your photo book can hold a maximum of six or seven pictures. (The book designs called Catalog and Yearbook, which could hold up to 32 tiny pictures per page in a grid, are gone from iPhoto '08. No great loss, really; at that size, your pictures didn't exactly sing. The whole thing more closely resembled, well, a catalog or yearbook.)

Even the six-per-page limit doesn't necessarily mean you'll get 120 photos into a 20-page book, however. The more pictures you add to a page, the smaller they have to be, and therefore the less impact they have. The best-looking books generally have varying numbers of pictures per page—one, four, three, two, whatever. In general, the number of pictures you'll fit in a 20-page book may be much lower—50, for example.

Either way, winnowing down your brilliant pictures to the most important few can be an excruciating experience, especially if you and a collaborator are trying to work together. ("You can't get rid of that one! It's adorable!" "But honey, we've already got 139 pictures in here!" "I don't care. I *love* that one.")

You can choose the photos for inclusion in the book using any selection method you like. You can open an Event, select a random batch of photos (page 114), or file them into an album as a starting point. You can even select a *group* of albums that you want included, all together, in one book.

If you opt to start from an album, take this opportunity to set up a preliminary photo *sequence*. Drag the pictures around in the album to determine a rough order. You'll have plenty of opportunity to rearrange the pictures on each page later in the process, but the big slide-viewer-like screen of an album makes the process easier. Take special care to place the two most sensational or important photos first and last. They'll be the ones on the cover and the last page of the book; if you're making a hardbound book (which includes a paper dust jacket), you need special photos for the inside front and back flaps and back cover, too.

Phase 2: Publishing Options

Once you've selected an album or a batch of photos, click the Book button below the main picture area.

Now you see something like Figure 1: a dialog box in which you can specify what you want your book to look like. The dialog box looks pretty simple, but it's crawling with important design options.

Book Type

The Book Type pop-up menu, shown open in Figure 1, lets you specify whether you want to publish your book as a hardbound volume (classier and more durable, but more expensive); as a paperback; or with a wire spiral binding (a new option in iPhoto '08). If you choose the softcover or wire-bound option, you can also have a choice of book sizes. The options are 11 x 8 inches, which feels the slickest and most formal; 8 x 6, which is more portable; and (for softcover only) 3 x 2.

Figure 1:
You can change these settings later, even after you've started laying out your book pages. But if you have the confidence to make these decisions now, you'll save time, effort, and (if you want captions for your photos) possibly a lot of typing.
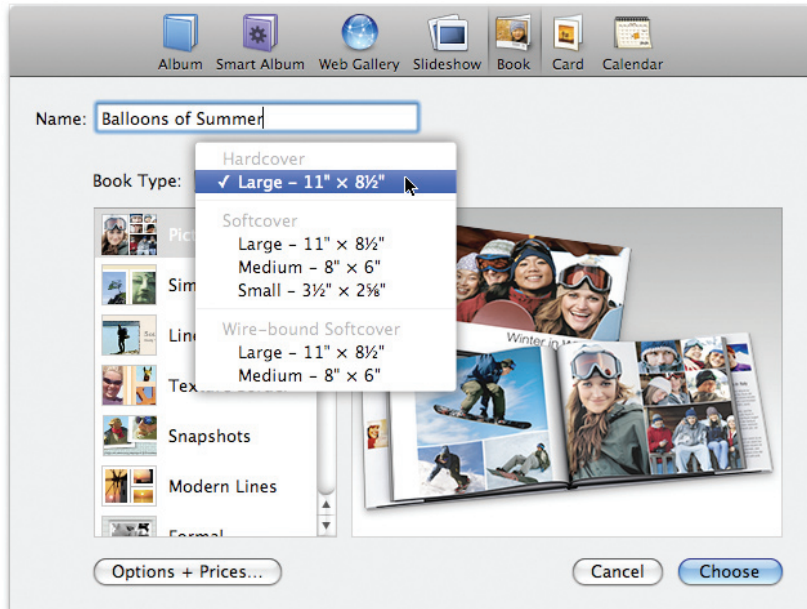
This last option gives you a tiny, wallet-size flip book, with one photo filling each page, edge to edge. You must order these in sets of three (for $12), which suggests that Apple imagines them to serve as simultaneous giveaways to relatives, wedding guests, business clients, and so on. In any case, they're absolutely adorable (the booklets, not the business clients).

Note: In iPhoto versions of old, at this point, you'd specify whether you wanted your hardbound book to have single-sided or double-sided pages. (Softcover and wire-bound books are always printed on both sides of the page.) In iPhoto '08, you don't make that decision until later, when you click the Settings button (page 273).

Theme Choices

And now, the main event: choosing a *theme* —a canned design, typography, and color scheme—for the cover and pages of your book. The scrolling list of named icons at

the left side of the dialog box contains 13 professionally designed page templates, each dedicated to presenting your photos in a unique way.

As you click each one's name in the list, the right side of the dialog box reveals a photograph of a representative book that's been published in that style.

Several of them are new in iPhoto '08. (Many more have been *eliminated* in iPhoto '08.) Some are designed to cover even the background of the page with textures, shadows, passport stamps, ripped-out clippings, and other photorealistic simulations.

Here's a brief description of each; you can see a selection in Figure 2:

- **Picture Book.** This design's motto could be "maximum photos, minimum margins." There's nowhere for text and captions, and the photos stretch gloriously from one edge of the page to the other—a *full bleed,* as publishers say.

  This dramatic design can be emotionally compelling in the extreme. You can opt to have a single caption appear at the bottom of a page (no matter how many photos—from 1 to 16—appear on it). But the absence of text and minimization of white space seems to make the photos speak—if not shout—for themselves.

  (Plenty of people start out believing that captions will be necessary. But once they start typing "Billy doing a belly flop" or "Dad in repose," they realize they're just restating the obvious.)

Tip: Keeping in mind that the book is published horizontally, in landscape mode, will help you maximize page coverage. For example, on pages with only one photo, a horizontal shot looks best, since it'll fill the page, edge to edge. On pages with two photos, two side-by-side vertical (portrait-mode) shots look best. They'll appear side by side, filling the page top to bottom.

- **Simple Border, Line Border, Textured Border.** These three are all variations on (ahem) a theme. They differ only in the kind of border that appears around each individual photo.

  The Border designs are characterized by plenty of "white space" (margins around each photo and each page); crisp 90-degree lines (no photos cocked at an angle); and up to four photos per page. A caption can appear at the bottom of each page, if you like. And you can choose the background color you want for the page itself.

- **Snapshots.** This layout goes for that scrapbook-done-in-a-hurry look. All the photos, up to six per page, are slightly askew and often overlapping. They all have white margins, as though they're bordered prints from the 1970s.

- **Modern Lines.** Each page can have up to four photos on it, with plenty of white margin, plus fine gray "modern lines" that separate the pictures. You can add a one-line caption to the bottom of each page, or you can leave the pages text-free.

- **Formal.** Think "wedding" or "graduation." When you order this book, the photos are printed to look like they've been mounted on fancy album pages. You can choose, for each page, either a textured or untextured gray background textures; up to six photos can occupy a page. (The texturing is a hoax, of course. The paper

is the same acid-free, shiny stuff of every iPhoto book; it's just *printed* to look like it's textured.)

You'll have the chance to add a short caption to the bottom of each page.

- **Travel.** If you choose this option, iPhoto will publish a book with beige- and gold-colored page backgrounds. The photos are also given a graphic treatment that makes them appear to have been taped into a scrapbook, usually at a slight angle to the page. Some of the photos will look like they've actually been folded

Figure 2:
As you click the names of the themes (in the dialog box that stars in Figure 1), you see a little photographic preview of what the book will look like.

Pay special attention to the selection of fonts, the availability of captions, and the photo sizes.

Travel

Family Album

Contemporary

Folio

Crayon

Modern Lines

and then unfolded; others will seem to have been built from 25 smaller ones, all assembled into one larger mosaic image. Adding captions to the pages is optional; if you want them, they'll appear on strips that look like they've been ripped, jagged edge and all, from a piece of stationery.

Overall, the effect is casual and friendly—not what you'd submit to *National Geographic* as your photographic portfolio, of course, but great as a cheerful memento of some trip or vacation.

- **Watercolor.** "Watercolor," in this case, refers to the page backgrounds, which appear in gentle, two-toned pastel colors. This time, you can choose to have your photos "mounted" on the pages either slightly askew, for an informal look, or neatly parallel to the page edges. Note, though, that this design doesn't offer an option for photo captions, so you'll have to let the pictures tell the story.

- **Photo Corners.** Cute—real cute. Your pictures (up to six per page) look like they've been printed as a cluster, on a single sheet of white photo paper that's affixed to the page using scrapbook-makers' "photo corners."

  Each page can be text-free or labeled with a whole-page caption.

- **Contemporary.** The page backgrounds are white, the photos are all clean and square to the page, and captions, if you want them, appear in light gray, modern type. The maximum number of photos on a page is three, ensuring that they remain large enough to make a bold statement. Clearly, though, Apple's hoping that you'll choose only one maximum-impact photo per page; it offers you four different "white-space" treatments for one-photo pages.

- **Folio.** This design is among the most powerful of the bunch, primarily because of the glossy jet-black page backgrounds. (You can also choose plain white.) It looks really cool.

  This template must have been some designer's pet project, because it's the only one that offers special layout designs for a title page, About page, and explanatory-text page, all done up in great-looking fonts in white, gray, and black. Caption space is also provided.

- **Family Album.** OK, now Apple's officially gone nuts with this "printing pages to look like they're physical scrapbook pages." In this design, photos look like they've been affixed to the page using every conceivable method: attached using "photo corners," taped into photo montages made up of 25 smaller images, licked like giant postage stamps with perforated edges, fastened by inserting their corners into little slits in the page, or even inserted into one of those school-photo binders with an oval opening so your charming face peers out. Up to six pictures can occupy a page; a page caption is optional.

- **Crayon.** Here's another design where the pages are photographically printed to look like they're textured paper. For each page, you can choose either a photos-mounted-askew layout or—get this—a straight layout in which each photo has a

frame "drawn" around it with a crayon. And to keep with that Crayola-ish theme, you can choose from any of 10 background colors for each page.

You can place up to six photos on a page. You're offered the opportunity to include a caption at the bottom of each page.

The Options+Prices button in the corner of the dialog box takes you online to a special Web page that fills you in on the details of the options you've selected, including the maximum number of pages, dimensions, and, oh yeah…the price.

Once you've settled on a design theme for your book, your initial spate of decision-making is mercifully complete. Click Choose.

Tip: You can always revisit your choice of theme—or even book type (size, hardcover, and so on)—by clicking the Themes button on the iPhoto toolbar.

Phase 3: Design the Pages

Two things now happen. First, a new icon appears in your Source list, representing the book layout you're about to create. You can work with it as you would other kinds of Source-list icons. For example, you rename it by double-clicking, file it in a folder by dragging it there, can delete it by dragging it to the iPhoto Trash, and so on.

Note: If you're used to some previous iPhoto versions, the book icon is a happy bit of news. It means that a book is no longer tied to an album. Therefore, rearranging or reassigning photos in the original album no longer wreaks havoc with the book design that's associated with it.

Second, you now see something like Figure 3: a miniature page-layout program. The page you're working on always appears at nearly full size in the main part of the window.

Up above, you see a set of thumbnails, either of your photos or of your book pages (more on this in a moment); that's what Apple calls the *photo browser*. (All of this should sound familiar if you've used iPhoto '08's very similar printout-design mode, described in Chapter 9.)

Once you've selected an album and a theme, the most time-consuming phase begins: designing the individual pages.

At the moment, your book is completely blank; gray rectangles appear where pictures ought to be. It's your job to put the photos on the pages. And there are two ways to go about it:

- **Use the Autoflow button.** You can use this button if you're in a hurry or you're not especially confident in your own design skills. iPhoto arranges the photos, in the sequence you've specified, on successive pages of the book.

  No doubt, it's a fast and easy way to lay out the pages of your book, but of course you may not agree with iPhoto's choices. It may clump that prizewinning shot

---

of the dog nosing the basketball through the hoop on the same page as three less impressive pictures.

On the other hand, you can always touch up the layout afterward, accepting *most* of iPhoto's design but punching it up where necessary, as described on the following pages.

- **Manually.** You can drag photo thumbnails directly onto the gray rectangles, thus assembling your book by hand.

Page thumbnails
Photo thumbnails

Page/photo browser

Single-page view/Double-page

Zoom in/
Zoom out

Previous page/
Next page

Figure 3:
There's a miniature page-layout program right in iPhoto. Use the picture-size slider to zoom in or out from the page you're working on, which can be handy when you're editing captions at small type sizes. Also note the single-page/two-page switch at the lower-left corner. For books with two-sided printing, it lets you specify whether you want to edit single pages or two-page spreads.

Open a Page

That photo browser at the top of the window has two functions, as represented by the two tiny icons at its left edge.

When you click the top one (the page button), you see a scrolling parade of miniatures of the pages in your book. When you click one of the page thumbnails, the larger working image of that page appears in the main editing area.

When you click the bottom one (the tiny stack-of-photos button), you see a scrolling parade of the *photos* you've selected for inclusion. (You can see this view of the photo browser in Figure 3.) A checkmark on a thumbnail indicates that you've placed that photo onto one of your pages.

This area is also convenient for dragging the photos into a satisfying sequence before you transfer them onto the book's pages.

For the sake of sanity, in this chapter, when that browser is displaying photos, it'll be called the *photo browser;* when it's showing thumbnails of pages, it'll be called the *page browser.*

In any case, the first step in building your book is to click the thumbnail of the page you want to work on. The first ones in the page browser represent the cover, the inside flap (for hardcover books), and an Introduction page.

The layout corresponding to whichever thumbnail you clicked appears in the main picture area.

Choose a Page Layout

If you flip through your empty book, you can see that iPhoto has cheerfully suggested varying the number of photos per page. Two-per-page on the first page, a big bold one on the next, a set of four on the next, and so on.

If you approve of these photos-per-page proposals, great. You can go to work choosing which photos to put on each page, as described in the following pages.

Sooner or later, though, there will come a time when you want three related photos to appear on a page that currently holds only two. That's the purpose of the Layout pop-up menu shown in Figure 4. It's a list of the different page designs that Apple has drawn up to fit the overall design theme you've selected.

Figure 4:
The Layout pop-up menu lets you specify how many photos you want on this page, and lists bonus page types like Cover and Introduction.

Its submenu shows the different available layouts for that photo quantity.
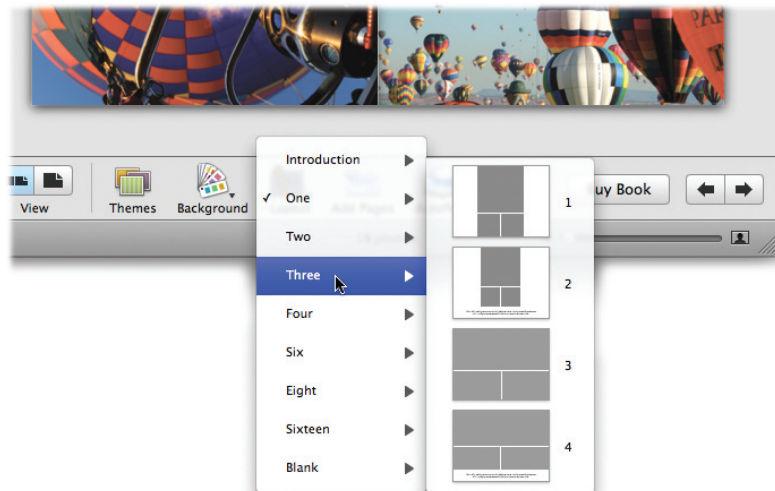
You control how many pictures appear on a page by choosing from the Layout pop-up menu. Your choices are:

- **Cover.** The first page layout in your book *must* have one of the Cover designs—and only the first page layout can *use* the Cover designs. (For a hardcover book, the cover appears on the glossy dust jacket. The cover of the actual book inside the dust jacket displays only the title of the book, embossed into the suedelike material.)

  In iPhoto '08, you actually have a choice of cover layouts. For example, in the Cover submenu of the Layout pop-up menu, you're usually offered a choice of one huge photo (and no text), a big photo with a title beneath, or several smaller photos plus a title.

- **Introduction.** In most themes, this special page design has no photos at all. It's just a big set of text boxes that you can type (or paste) into. Here's where you can let the audience know about the trip, the company, or the family; tell the story behind the book; praise the book's lucky recipient; scare off intellectual-property thieves with impressive-sounding copyright notices; and so on.

Tip: An Introduction page (one of the choices in the Page Type pop-up menu) doesn't have to be the first page of the book after the cover. Truth is, you can turn *any* page into an Introduction page. Such pages make terrific section dividers.

They're especially useful in designs where no text accompanies the photos. In this case, an Introduction page can set the scene and explain the following (uncaptioned) pages of pictures.

- **One, Two, Three, Four…** These commands let you specify how many photos appear on the selected page. iPhoto automatically arranges them according to its own internal sense of symmetry. (Most themes offer up to six photos per page.)

  Use these options to create a pleasing overall layout for the book and give it variety. Follow a page with one big photo with a page of four smaller ones, for example.

  You can also use these commands to fit the number of photos you have to the length of your book. If you have lots of pictures and don't want to go over the 10-page minimum, then choose higher picture counts for most pages. Conversely, if iPhoto warns you that you have blank pages at the end of your book, spread your photos out by choosing just one or two photos for some pages.

- **One with Text, Title Page, Text Page, About Page, Contact Page.** Some themes, especially the Folio theme, offer their own private page designs. In general, they're designed to hold specialized blobs of text that are unique to that book design.

- **Blank.** Here's another way to separate sections of your book: Use an empty page. Well, empty of *pictures,* anyway; most of the new iPhoto '08 themes still offer a choice of "look" for a blank page, such as a choice of color or simulated page texture.

Once you've chosen how *many* photos you want on a page, the Layout pop-up menu's submenus become available to you. As shown at right in Figure 4, it contains tiny

thumbnail representations of the photo layouts available. If you chose Three as the number of photos, for example, the Three submenu may offer you a couple of different arrangements of those three photos—big one on top, two down the side, or whatever.

Note: If you choose a hardback book, you can choose either double-sided printing or single-sided, meaning that each left-hand page is blank. The single-sided printing style tends to give each photo page more weight and drama because it's isolated, but of course your book winds up costing more because it's longer.

To switch to single-sided pages, click Settings on the toolbar and turn off "Double-sided pages."

Lay Out the Book

The key to understanding iPhoto '08's book-layout mode is realizing that all photos are *draggable.* Dragging is the key to all kinds of book-design issues.

In fact, between dragging photos and using a handful of menu commands, you can perform every conceivable kind of photo- and page-manipulation trick.

Ways to manipulate photos

Here are all the different ways to move photos around in your book (see Figure 5 for a summary):

- **Swap two photos on the same page** (**or two-page spread**) by dragging one directly on top of the other. When the existing picture sprouts a colored border, let go of the mouse button; the two pictures swap places.

- **Move a photo to a different page of the book** by dragging it from the main layout area onto a different page thumbnail in the page browser.

- **Remove a photo from a page** by clicking its icon and then pressing your Delete key. The checkmark on its icon in the photo browser disappears.

- **Remove a photo from the book altogether** by clicking its icon in the photo browser and then pressing the Delete key. It disappears from both the layout and the photo browser, although the actual photo is still in your library.

FREQUENTLY ASKED QUESTION

Doubling the Cover Photo

I want to use my cover photo as one of the pages in the book, just like they do in real coffee-table photo books. How do I do it?

No big deal. In iPhoto '08, you can use a single photo on as many different book pages as you like.

In other words, just because a thumbnail has a checkmark (meaning that you've already used it) doesn't mean you can't use it again.
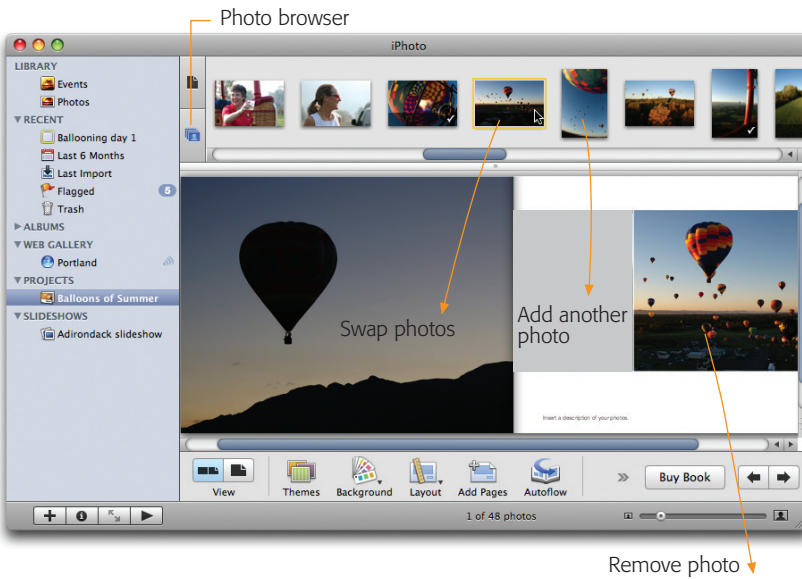

- **Add a photo to a page** by dragging it out of the photo browser onto a *blank* spot of the page. iPhoto automatically increases the number of photos on that page, even changing the Layout pop-up menu to match.

Note: You can't create a layout that doesn't exist using this technique. If there are three photos on a page, and you add a fourth, iPhoto switches to the next *available* layout, which might be the one with six photos.

Page browser

Rearrange pages

Move photo to a different page

Photo browser

Swap photos

Add another photo

Remove photo

Figure 5:
iPhoto's book-layout mode is crawling with tricks that let you move photos around, add them to pages, re-move them, and so on. The fun begins when you finally understand the difference between the page browser (top) and the photo browser (bottom).

For example, you can add new photos to your book only via the photo browser. Use the page browser more as a navigational tool.

- **Swap in a photo** by dragging it out of the photo browser *onto* a photo that's already on a page of your book. iPhoto swaps the two, putting the outgoing photo back into the photo browser.

- **Add new pictures to the photo browser** by dragging them onto the book's Source-list icon. For example, you can click any Event, album, smart album, slideshow, or Library icon to see what photos are inside—and then drag the good ones onto your book icon.

  Once these photos have arrived in the photo browser, you can drag them onto individual pages as described above.

- **Fill in an empty gray placeholder frame** by dragging a photo onto it from the photo browser.

- **Fill in *all* the gray placeholders with photos** by clicking the Autoflow button at the bottom of the window. Clicking Autoflow "pours" all the unplaced photos into the gray placeholders of your book, front to back. When they arrive, they'll be in the same order as they appeared in the photo browser.

  If the results aren't quite what you expected, you can always use the Edit→Undo command to backtrack.

- **Enlarge or crop a picture,** right there on the page, by clicking it. A tiny zoom slider appears above the photo, which you can use to magnify the picture or shift it inside its boundary "frame" (Figure 6). For now, it's worth remembering that this trick

Figure 6:
Top: Single-click a photo to make its zoom slider appear. Drag the slider to the right to enlarge the photo within its rectangular frame on the page.

Bottom: At this point, you can drag inside the photo to adjust its position within its "frame."

None of this affects the actual photo (as using the iPhoto cropping tool would). You're basically just changing the relationship between the photo and its boundary rectangle on the page template. Of course, you'll have to be careful not to enlarge the photo so much that it triggers the dreaded yellow-triangle low-resolution warning. (See the box on page 286 for more on yellow warning triangles.)

is helpful when you want to call attention to one part of the photo, or to crop a photo for book-layout purposes without actually editing the original.

• **Edit a photo** by clicking it and then clicking the Adjust button. The Adjust panel appears, offering controls over brightness, contrast, exposure, saturation, sharpness, tint, and so on. Use them as described on page 173.

The beauty of that method is that you never have to leave the page-layout mode. You get to see the effects of your editing right on your photo, right in place.

But for more serious editing, double-click a placed photo instead. In a flash, book-layout mode disappears, and you find yourself in the editing mode described in Chapter 7. (Either the picture appears in its own window, or the Edit tools fill the bottom toolbar, depending on your iPhoto preference settings.)

Now you have even more editing controls: Rotate, Crop, Straighten, Red-Eye, Retouch, and all the other goodies described in Chapter 7.

When you're finished editing, click Done (or, if you're editing in a separate window, close it). You return to the layout mode, with the changes intact.

(None of these edits affect the original photos, though. In essence, you can edit the same photos in different ways in every single book or project—all without touching the originals.)

Ways to manipulate pages

Photos aren't the only ones having fun. You can drag and manipulate the pages themselves, too:

Figure 7:
In some book themes, photos have been "tossed" onto the page so that they overlap slightly. In the rare event that an important part of a photo is covered up by another, you can rearrange their front-to-back order using the shortcut menu shown at left. Here, the lower photo (left) is being slipped underneath the upper photo (right).

- **Move pages around within the book** by dragging their thumbnails horizontally in the page browser.

- **Remove a page from the book** by clicking its photo-browser icon and then either pressing Delete or choosing Edit→Remove Page. (If you use the Delete-key method, iPhoto asks if you're sure you know what you're doing.)

  Note that removing a page never removes any *pictures* from the book. You're just removing the checkmark from that photo's thumbnail in the photo browser. But removing a page *does* vaporize any captions you've typed in.

- **Shove one overlapping photo "under" another** by Control-clicking it (or right-clicking) and, from the shortcut menu, choosing Send to Back. Figure 7 reveals all.

- **Insert a new page into the book** by clicking the Add Pages button at the bottom of the window, or by choosing Edit→Add Page.

  Before you go nuts with it, though, note that iPhoto inserts the new page *after* the page you're currently viewing. It's helpful, therefore, to begin by first clicking the desired thumbnail in the page browser.

  Empty gray placeholders appear on the new pages, ready to fill. (iPhoto takes it upon itself to decide how many photos appear on the new page.)

Tip: As a shortcut, you can also Control-click (or right-click) a blank spot on any page and, from the shortcut menu, choose Add Page or Remove Page.

Layout strategies

Sometimes chronological order is the natural sequence for your photos, especially for memento books of trips, parties, weddings, and so on. Of course, nothing's stopping you from cheating a bit—rearranging certain scenes—for greater impact and variety.

As you drag your pictures into order, consider these effects:

- Intersperse group shots with solo portraits, scenery with people shots, vertical photos with horizontal ones.

- On multiple-photo pages, exploit the direction your subjects face. On a three-picture page, for example, you could arrange the people in the photos so that they're all looking roughly toward the center of the page, for a feeling of inclusion. You might put a father looking upward to a shot of his son diving on a photo higher on the page, or a brother and sister back-to-back facing outward, signifying competition.

- Group similar shots together on a page.

Backgrounds

In iPhoto '08, you're now allowed to choose the background color of the page. To do that, click the page, and then click the Background pop-up button. You may have only two choices (like black or white), or you may have a half-dozen options (a range of pastels, say), depending on the theme you've chosen.

Figure 8:

Top: To install a picture as a photographic backdrop, choose the palm-tree option (the final listing) in the Background pop-up menu, as shown here.

Then drag the photo you want onto a blank spot of the gray background, also shown here.

Bottom: Click once on the page-background photo to open the adjustment controls shown here. Using the top slider, you can adjust the cropping and positioning of the photo (Figure 6); using the lower slider, you can change the transparency of the photo. The idea is that a background photo should be fainter and subtler than the foreground shots.
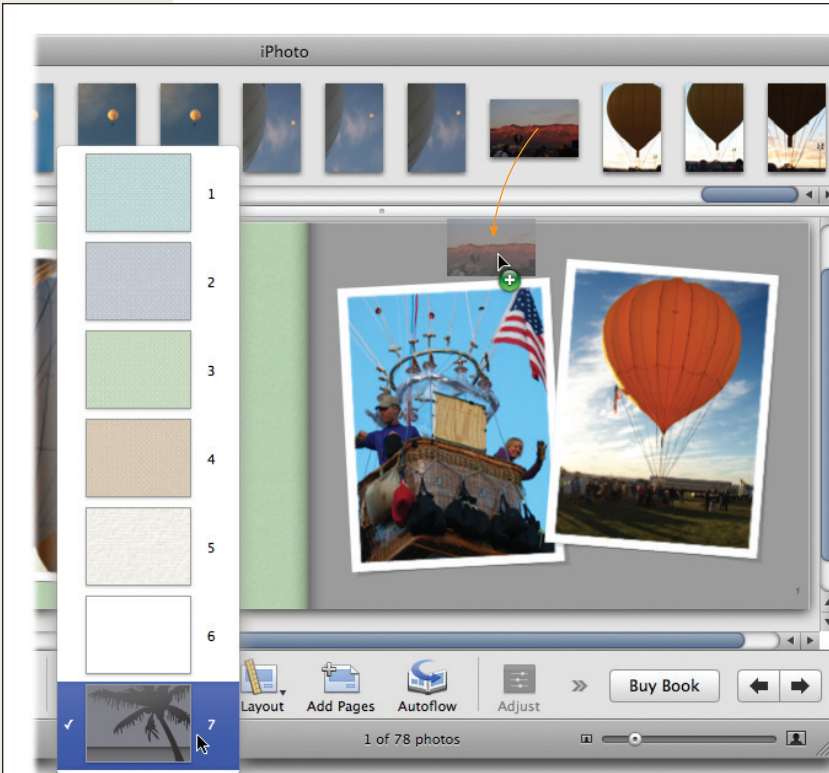
Transparency slider

Most intriguingly, you can use one of your photos as a background, and then adjust its transparency so that it forms a faded image behind the placed photos. Figure 8 has the details.

Making Your Photos Shape Up

iPhoto's design templates operate on the simple premise that all of your photos have a 4:3 aspect ratio. That is, the long and short sides of the photo are in four-to-three proportion (four inches to three inches, for example).

In most cases, that's what you already have, since those are the standard proportions of standard digital photos. If all your pictures are in 4:3 (or 3:4) proportion, they'll fit neatly and beautifully into the page-layout slots iPhoto provides for them.

But not all photos have a 4:3 ratio. You may have cropped a photo into some other shape. Or you may have a camera that can take pictures in the newfangled 16:9 ratio (like a high-definition TV screen), or the more traditional 3:2 film dimension, which work better as 4 x 6 prints.

When these photos land in one of iPhoto's page designs, the program tries to save you the humiliation of misaligned photos. Rather than leave unsightly strips of white along certain edges (therefore producing photos that aren't aligned with each other), iPhoto automatically blows up a miscropped photo so that it perfectly fills the 4:3 space allotted to it. Figure 9 shows the effect.

Unfortunately, this solution isn't always ideal. Sometimes, in the process of enlarging a nonstandard photo to fill its 4:3 space, iPhoto winds up lopping off an important part of the picture—somebody's forehead, say.

Here, you have two alternatives. First, you can use the Fit Photo to Frame Size command described in Figure 9.

Second, you can crop your non-4:3 photos using the Constrain pop-up menu (page 164) set to "4 x 3 (Book)." This way, *you* get to decide which parts of the photo get lopped off. (Or just use the adjustment technique shown in Figure 6.)

Page Limits

The book can have anywhere from 10 to 100 pages (or 20 to 100 for double-sided pages). Of course, if you really have more than 100 pages' worth of pictures, there's nothing to stop you from creating multiple books. ("Our Trip to New Jersey, Vol. XI," anyone?)

Hiding Page Numbers

Don't be alarmed if iPhoto puts page numbers on the corners of your book pages— that's strictly a function of the theme you've chosen. (Some have numbering, some don't.) In any case, you never have to worry about a page number winding up superimposed on one of your pictures. A picture *always* takes priority, covering up the page number.

Even so, if it turns out that your theme *does* put numbers on your pages, and you feel that they're intruding on the mood your book creates, you can eliminate them. Click the Settings button at the bottom of the window. In the resulting dialog box, you'll see a "Show page numbers" checkbox that you can turn off.

Tip: As a shortcut, you can also Control-click (or right-click) a blank spot on any page and, from the shortcut menu, choose Show Page Numbers to turn it on or off.
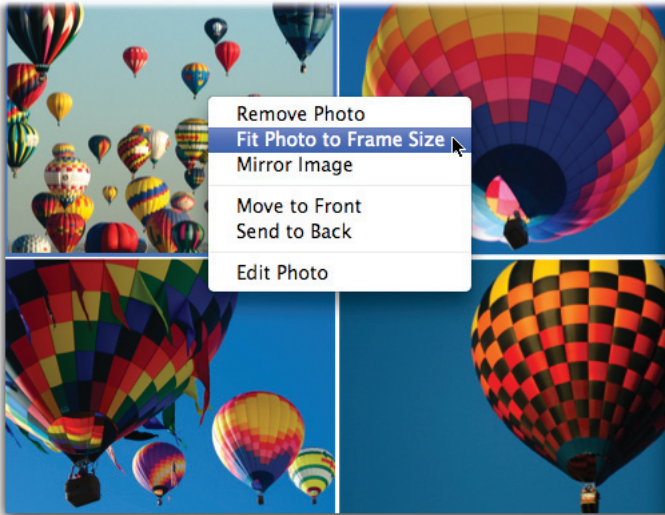
Figure 9:
Top: When you first start working on a book, the photos all look nice together. They nestle nicely side by side. Every now and then, however, you may be disheartened to find that iPhoto is lopping off a dear one's head.

Bottom: If you Control-click a photo and choose Fit Photo to Frame, you'll discover that the problem is a photo that doesn't have 4:3 proportions (on this page, that's three of them). iPhoto thought it was doing you a favor by blowing it up enough to fill the 4:3 box. Now you get ugly white gaps, but, hey, at least you're seeing the entire photo.
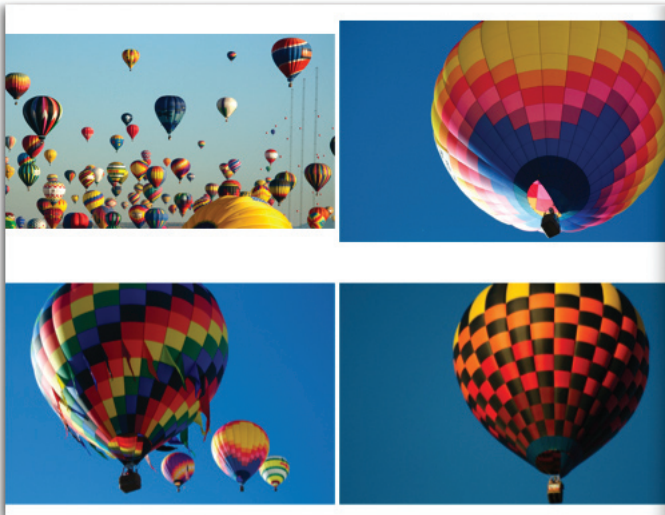
Phase 4: Edit the Titles and Captions

Depending on the theme and page-layout template you've chosen, iPhoto may offer you any of several kinds of text boxes that you can fill with titles, explanations, and captions by typing or pasting (Figure 10):

- **The book title.** This box appears on the book's cover. If it's a hardbound book, it's actually foil-stamped into the cover material; it also appears on the dust jacket.

  When you first create a book, iPhoto proposes the *album's* name as the book name, but you're welcome to change it.

  A second text box, set with slightly smaller type formatting, appears below the title. Use it for a subtitle: the date, "A Trip Down Memory Lane," "Happy Birthday Aunt Enid," "A Little Something for the Insurance Company," or whatever.

- **The dust jacket.** If you order a hardbound book, you've got that glossy dust jacket to consider. You can type up marketing blather or other descriptive material to appear on the inside front cover flap, just as on a book at Barnes & Noble. You're also allowed a couple of lines of text on the back cover, which might be the same as the title and subtitle but doesn't have to be.

Figure 10:
In iPhoto '08, most themes no longer let you type up captions for individual photos. Instead, you get caption boxes for entire pages.

Text boxes also appear on the inside dust-jacket flap (shown here), on Introduction and About pages, and so on. Thanks to the Fonts panel (also shown here), you have a full arsenal of typographic controls.

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www.itbook.store/books/9780596154035
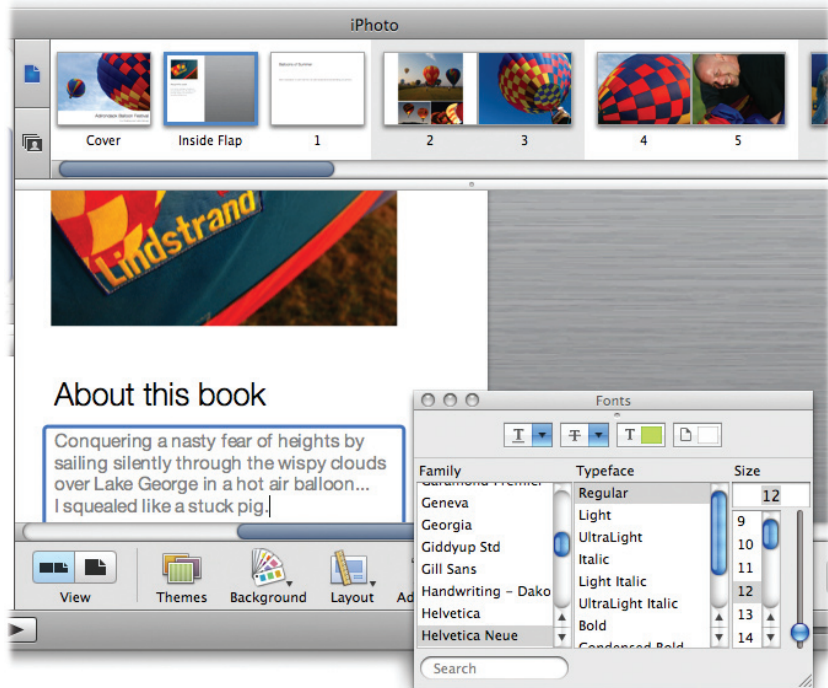
- **Introduction, Chapter.** Applying the Introduction or Chapter page design to a page produces a huge text block that you can fill with any introductory text you think the book needs. The Layout pop-up menu usually offers you a choice of text-block designs—one or two columns, for example.

- **Captions.** Apple really, really does not want you adding a caption to *each photo.* Every theme lets you caption an *entire page* (see Figure 10), but only the Folio theme lets you caption each photo—and it limits you to two photos per page, max.

- **Text Page, About, Contact.** The Folio theme, intended as a showcase for photographers to display their best work, offers three additional text-page options. A Text Page is just a striking, simple, title-plus-text-block affair that lets you describe the book, chapter, or photo grouping. About is the same thing, but offers one big title and one subtitle in addition to the text block. Finally, the Contact page is filled with places to list your phone number, Web site, email address, and so on—along with the contact info for your agent.

Editing Text

In general, editing text on the photo page is straightforward:

- Click inside a text box to activate the insertion-point cursor, so you can begin typing. Zoom in on the page (using the size slider at lower right) and scroll it, if necessary, so the type is large enough to see and edit. Click outside a text box—on another part of the page, for example—to finish the editing.

- You can select text and then use the Edit menu's Cut, Copy, and Paste commands to transfer text from box to box.

- You can also move selected text *within* a text box by dragging it and dropping it. The trick is to hold down the mouse button for a moment before dragging. Add the Option key to make a copy of the selected text instead of moving it.

- Double-click a word, or triple-click a paragraph, to neatly highlight it.

- Press Control-right arrow or Control-left arrow to make the insertion point jump to the beginning or end of the line.

- To make typographically proper quotation marks (curly like "this" instead of like "this"), press Option-[and Shift-Option-[, respectively. And to make a true long dash—like this, instead of two hyphens—press Shift-Option-hyphen.

Formatting Text

iPhoto offers tremendous control over the fonts, sizes, colors, and styles of the text in your book. Here's a summary of your typographical freedom:

- **Standard typefaces.** To choose the basic font for each *category* of text box—book title, photo name, caption, or whatever—throughout the entire book, click the Settings button at the bottom of the window. (If the iPhoto window is very narrow,

the Settings command may be hiding in the >> menu at the lower-right corner of the window.)

You get the dialog box shown in Figure 11, where you can make your selections.

Figure 11:

Top: Click the Settings button to open the master fonts list for your photo book.

Bottom: You can choose a font, a style (like bold or italic), and a size (in points) from these pop-up menus. Of course, you're affecting every similar element in the entire book (every photo title, for example) at once, but that's actually a handy way to ensure consistency.

This is also where you can hide the page numbers and (new in iPhoto '08) omit the Apple logo from the inside back cover.
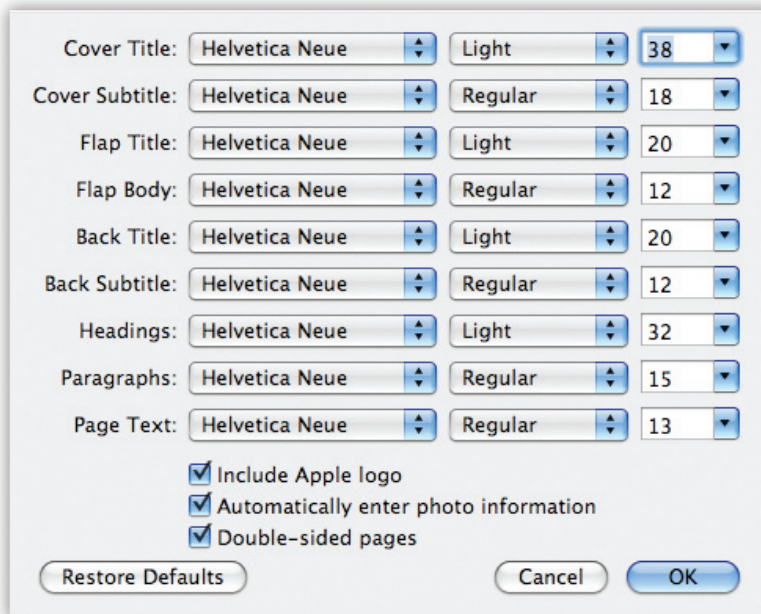
- **Font exceptions, text colors.** If you want to override the standard typeface for a certain text box, you can. Choose Edit→Fonts→Show Fonts (⌘-T); the standard Mac OS X Fonts panel appears (visible in Figure 10). Here, you have complete access to all of your Mac's fonts. You can choose special text effects, shadowing, and even colors for individual text selections. Yes, the bright, multicolored result might look a little bit like it was designed by Barney the Dinosaur, but the color option is worth keeping in mind when you're preparing books chronicling, say, someone's fourth birthday party.

- **Character formatting**. If you select some words and then Control-click (right-click) them, a shortcut menu appears. Its Font submenu offers Bold, Italic, and Underline choices, which iPhoto applies to the highlighted text. (The Edit→Font menu also works, but it offers only Bold and Italic.)

Tip: Can't seem to get the size, placement, or variety of type that you want? Then the heck with iPhoto and its straitjacketed text boxes—you can use whatever type you want.

All you have to do is jump into a graphics program, like Photoshop Elements, AppleWorks, or GraphicConverter. Create a graphic document that's 1350 x 1800 pixels, with a resolution of 150 dots per inch. Now fill it with text, using the graphic software's text tools. You have complete freedom of fonts and placement.

Finally, bring this graphic into iPhoto. Use it as a single "photo" on the page where you want the text to appear. It's crude and crazy, but it works!

Check Your Spelling

Taking the time to perfect your book's text is extremely important. A misspelling or typo you make here may haunt you (and amuse the book's recipient) forever.

As in a word processor, you can ask iPhoto to check your spelling in several ways:

- **Check a single word or selection.** Highlight a word, or several, and then choose Edit→Spelling→Check Spelling (⌘-semicolon). If the word is misspelled in
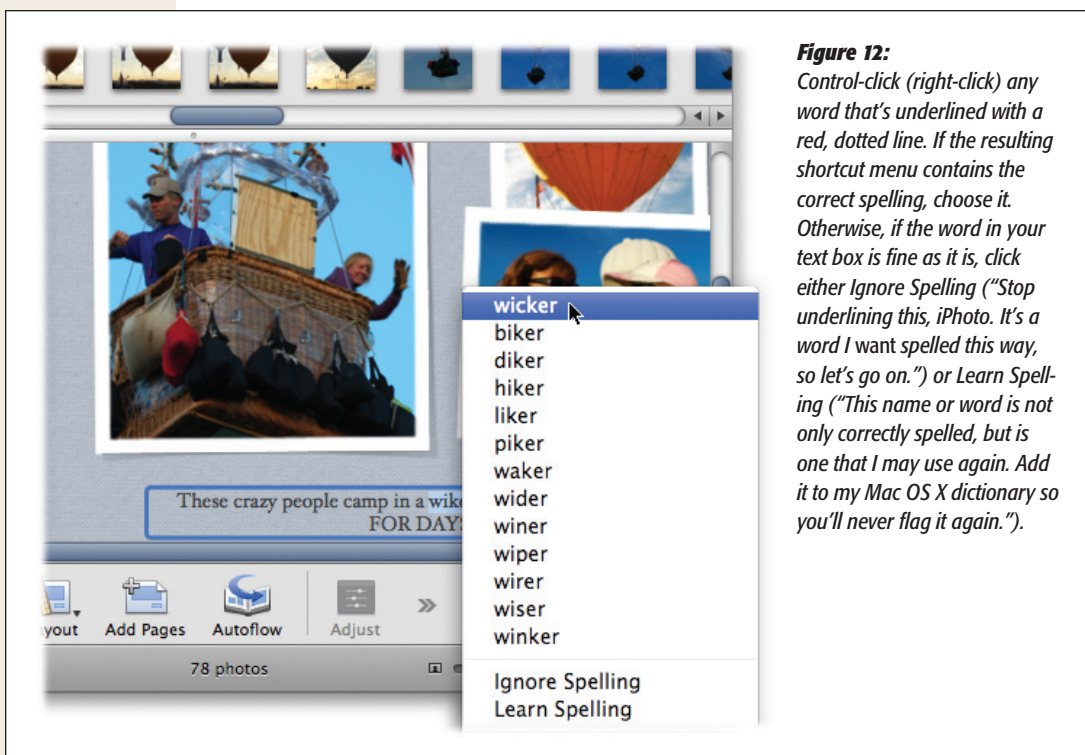
Figure 12:
Control-click (right-click) any word that's underlined with a red, dotted line. If the resulting shortcut menu contains the correct spelling, choose it. Otherwise, if the word in your text box is fine as it is, click either Ignore Spelling ("Stop underlining this, iPhoto. It's a word I want *spelled this way, so let's go on.") or Learn Spelling ("This name or word is not only correctly spelled, but is one that I may use again. Add it to my Mac OS X dictionary so you'll never flag it again.").*

iPhoto's opinion, a red, dotted line appears under the word. Proceed as shown in Figure 12.

- **Check a whole text block.** Click inside a title or comment box, and then choose Edit→Spelling→Spelling (⌘-colon). The standard Mac OS X Spelling dialog box appears.

- **Check as you type.** The trouble with the spelling commands described here is that they operate on only a single, tiny text block at a time. To check your entire photo book, you must click inside each title or caption and invoke the spelling command again. There's no way to have iPhoto sweep through your entire book at once.

  Your eyes might widen in excitement, therefore, when you spot the Edit→Spelling→Check Spelling As You Type command. It makes iPhoto flag words it doesn't recognize *as you type them.*

  Sure enough, when this option is turned on, whenever you type a word not in iPhoto's dictionary, iPhoto adds a colorful dashed underline. (Technically, it underlines any word not in the *Mac OS X* dictionary, since you're actually using the standard Mac OS X spelling checker—the same one that watches over you in Mac OS X's Mail program, for example.)

  To correct a misspelling that iPhoto has found in this way, Control-click (or right-click) it. A shortcut menu appears. Now proceed as shown in Figure 12.

Listen to Your Book

Unfortunately, even a spell checker won't find missing words, inadvertently repeated words, or awkward writing. For those situations, what you really want is for iPhoto to *read your text boxes aloud* to you.

No problem: Just highlight some text by dragging through it, and then Control-click (or right-click) the highlighted area. The same shortcut menu shown in Figure 12 appears, containing the Speech submenu. From it, you can choose Start Speaking and Stop Speaking, which makes iPhoto start and stop reading the selected text aloud. It uses whatever voice you've selected in Mac OS X's System Preferences→Speech control panel.

Phase 5: Preview the Masterpiece

Ordering a professionally bound book is, needless to say, quite a commitment. Before blowing a bunch of money on a one-shot deal, you'd be wise to proofread and inspect it from every possible angle.

Print It

As any proofreader can tell you, looking over a book on paper is a sure way to discover errors that somehow elude detection onscreen. That's why it's a smart idea to print out your own, low-tech edition of your book at home before beaming it away to Apple's bindery.

While you're in Book mode, choose File→Print. After the standard Mac OS X Print dialog box appears, fire up your printer and click Print when ready. The result may not be wire-bound and printed on acid-free paper, but it's a tantalizing preview of the real thing—and a convenient way to give the book one final look.

Slideshow It

Here's a feature that might not seem to make much sense at first: After you're finished designing a book, you can *play* it—as a slideshow.

Just click the ▶ button at the bottom of the screen. (It's just below the Source list.)

UP TO SPEED

The Heartbreak of the Yellow Exclamation Point

As you work on your book design, you may encounter the dreaded yellow-triangle-exclamation-point like the one shown here. It appears everywhere you want to be: on the corresponding page thumbnail, on the page display, on the page preview (which appears when you click Preview), and so on.

If you actually try to order the book without first eliminating the yellow triangles, you even get a warning in the form of a dialog box.

Sometimes the problem is that you've tried to put too much text into a text box. So no big deal; just edit it down.

But if the triangle appears on a photo, you have a more worrisome problem: At least one of your photos doesn't have enough resolution (enough pixels) to reproduce well in the finished book. If you ignore the warning and continue with the ordering process, you're likely to be disappointed by the blotchy, grainy result in the finished book.

You may remember from Chapter 1 that the resolution of your digital camera is relatively irrelevant if you'll only be showing your pictures onscreen. It's when you try to print

them that you need all the megapixels you can get–like *now.*

The easiest solution is to shrink the photo on its page. And the easiest way to do that is to increase the number of pictures on that page. Or, if your page design has places that hold both large and small photos, you can drag the problem photo onto one of the smaller photos, swapping the large and small positions.

Decreasing a picture's size squeezes its pixels closer together, improving the dots-per-inch shortage that iPhoto is so boldly warning you about.

If even those dramatic steps don't eliminate the yellow warning emblems, try to remember if you ever cropped the photo in question. If so, your last chance is to use the Photos→Revert To Original command (page 186). Doing so will undo any cropping you did to the photo, which may have jettisoned a lot of pixels that you now need. (If Revert To Original is dimmed, then you never performed any cropping, and this last resort is worthless.)

Finally, if nothing has worked so far, your only options are to eliminate the photo from your book, or to order the book anyway.
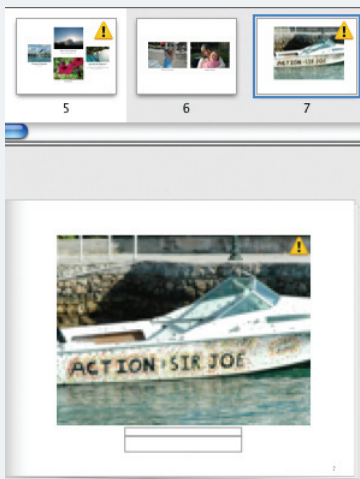
When you click that button, the Slideshow dialog box appears, looking exactly like it does on page 197. You can set up the usual options here, like how fast you want the "slides" to fly by, what kind of crossfade you want between them, and what musical soundtrack to play, if any.

When you finally click Play, the screen goes dark and then the cover of your book appears, full-screen and personal. It's followed by all the pages of your book, one at a time.

Viewing your book as a slideshow is primarily a proofreading technique. It presents each page at life size, or even larger than life, without the distractions of menus or other iPhoto window elements, so that you can get one last, loving look before you place the order.

But book slideshows are also kind of cool for another reason: They present a more varied look at your photos than a regular slideshow. That is, your photos appear in page groupings, with captions, groupings, and backgrounds that there'd otherwise be no way to create in a slideshow.

Turn It into a PDF File

You've almost certainly encountered PDF (Portable Document Format) files before. Many a software manual, Read Me file, and downloadable "white paper" come in this format. When you create a PDF document of your own, and then send it off electronically to a friend, it appears to the recipient *exactly* as it did on your screen, complete with the same fonts, colors, page design, and other elements. They get to see all of this even if they don't *have* the fonts or the software you used to create the document. PDF files open on Mac, Windows, and even Linux machines—and you can even search the text inside it.

If you suspect other people might want to have a look at your photo book before it goes to be printed—or if they'd just like to have a copy of their own—a PDF file makes a convenient package.

Here's how to create a PDF file:

1. **With your book design on the screen in front of you, choose File→Print.**

   The Print dialog box appears.

2. **Click the Save as PDF button, if you have one, or choose "Save PDF" from the PDF pop-up button.**

   The Save sheet appears.

3. **Type a name for the file, choose a folder location for it, and click Save.**

   Your PDF file is ready to distribute. (Fortunately, the recipients will be able to correct the rotation within Adobe Acrobat using its View→Rotate Counterclockwise command, or within Preview using the Tools→Rotate commands.)

Phase 6: Send the Book to the Bindery

When you think your book is ready for birth, click Buy Book.

After several minutes of converting your screen design into an Internet-transmittable file, iPhoto offers you a screen like the one shown in Figure 13.

Figure 13:
Choose a color, a quantity, and a recipient. You won't be allowed to choose a quantity or recipient, though, until you've first signed up for an Apple account, which you'll enjoy using over and over again to order books and stuff from the Apple online stores. To sign up for an account, click the Set Up Account button (not shown here, but it would appear in place of Buy Now if this were your first time).

That is, assuming you don't get any of iPhoto's prepublication warnings first—namely, that you haven't filled in all the default text boxes, like the title and subtitle; that some of your text boxes or photos bear the yellow-triangle low-resolution warning (see the box on page 286); that your book is "incomplete" (you didn't fill in all the gray placeholder rectangles with pictures); and so on.

At this stage, your tasks are largely administrative.

- **Choose a cover color (hardback books only).** Use the Cover Color pop-up menu to choose Black or Brown. You're choosing the color of the leatherlike cover material; remember, it'll ordinarily be completely hidden by the paper dust jacket, whose looks you've presumably already determined. (If you're ordering more than one book, they must all be the same color.)

- **Inspect the charges.** If you've gone beyond the basic 10 or 20 pages, you'll see that you're about to be charged between $.30 and $1.50 per additional page, depending on the book type.

- **Indicate the quantity.** You can order additional copies of the same book. Indeed, after you've spent so much time on a gift book for someone else, you may well be tempted to order yourself a copy.

Your Apple ID and 1-Click Ordering

You can't actually order a book until you've signed up for an Apple account and turned on "1-Click Ordering."

However, you may well already have an Apple account if, say, you've ever bought something from an online Apple store or the iTunes Music Store. Whether you have or not, ordering your first iPhoto book requires completing some electronic paperwork, like this:

1. **In the Order Book dialog box (Figure 13), click Set Up Account.**

   This button appears only if you've never ordered an iPhoto book before. (It doesn't actually appear in Figure 13; it would be where Buy Now appears.) In any case, an Apple Account Sign-In screen appears. If you already have an Apple account, type in your Apple ID and account password here. (An Apple ID is your email address; it's your .Mac address, if you have that.)

   When you're finished, click Sign In. On the next screen, make sure 1-Click Ordering is turned on. Click Edit Shipping, if you like, to supply any addresses you plan to use repeatedly for shipping books and Kodak prints to. Finally, click Done. Skip to step 2.

   If you've never established an Apple account before, click Create Account, and enjoy your whirlwind tour through Apple's account-signup dialog boxes. You'll be asked to provide your contact info and credit-card number, make up a password, and indicate whether you want to receive Apple junk mail. You'll also be offered the chance to set up a number of addresses for people you may want books shipped to.

   You wind up right where you started: at the Order Book screen. This time, however, the controls at the bottom are "live" and operational.

2. **From the Ship To pop-up menu, choose the lucky recipient of this book.**

   If it's you, choose Myself. If not, you can choose Add New Address from this pop-up menu.

Note: You can order books if you live in Europe, Japan, or North America, but Apple offers shipping only to people in your own region.

   If you wind up at the 1-Click Account Summary screen following this detour, click Done.

3. **From the Ship Via pop-up menu, indicate how you want the finished book shipped.**

   For U.S. orders, "Standard" shipping takes about four days and costs $8. "Express" means overnight or second-day shipping (depending on when you place the order) and costs $15. An additional book sent to the same address costs another $1 for Standard shipping, or $2 for Express.

4. **Indicate how many copies of the book you want, using the Quantity control.**

   You'll see the Order Total updated.

5. **Click Buy Now.**

   You've already stored your credit card information, so there's nothing to do now but wait for your Mac to upload the book itself. After a few minutes, you'll see a confirmation message.

6. **Go about your life for a few days, holding your breath until the book arrives.**

   And when it does, you'll certainly be impressed. The photos are printed on Indigo digital presses (fancy, digital, four-color offset machines). The book itself is classy, it's handsome…and it smells good!

Photo Calendars

Custom-made photo books? Old hat, dude. Nowadays, the kids at school are buzzing about the other custom stuff you can order: calendars, greeting cards, and postcards. (Mugs and bumper stickers will have to wait for iPhoto '09 or '10.)

The calendars are absolutely beautiful—and, in iPhoto '08, bigger than before (10.4 by 13 inches). As shown in Figure 14 and 11-15, each is wire-bound, with a big Picture of the Month (or Pictures of the Month) above, the month grid below. You can customize each calendar with text, titles, national holidays, events imported from your own iCal calendar, and even little thumbnail photos on the date squares.

If you've ever designed an iPhoto book, designing an iPhoto calendar will give you an overwhelming sense of déjà vu. The calendar-design module is almost identical to the book-design module, except that it's turned 90 degrees. That is, the photo/page browser runs vertically down the side, rather than across the top.

Anyway, here's the drill:

Phase 1: Choose the Photos

Pick out pictures for the cover photo, the "picture of the month" photos, and any pictures you want to drag onto individual date squares. You can select an Event, a full album, several albums, or any group of thumbnails in the viewing area.

Phase 2: Choose the Calendar Design

Click the Calendar button on the iPhoto toolbar.

A dialog box appears, filled with miniature calendar designs (Figure 14, top). These are the calendar design *themes,* which are just like the book themes described earlier in this chapter. Once again, click a miniature to see what the finished calendar will look like. The designs differ in photo spacing, the font used for the dates, the availability of captions, and so on.

Click the theme you want, and then click Choose Theme. Now the dialog box shown at bottom in Figure 14 appears; here's where you can set up your calendar. For example, you can specify what period you want the calendar to cover.

The "Show national holidays" pop-up menu lets you fill your calendar with important holidays. The United States dates include things like Valentine's Day, Lincoln's Birthday, and Thanksgiving; the French dates include Whit Sunday, Assumption

Figure 14:
Top: All of the calendar themes are, well, designs for calendars. The differences among them have to do with font choices, photo placement, and background pattern.

Bottom: As indicated by the "Start calendar on" controls, your calendar doesn't have to start with January, and it can include any number of months up to 24 (two years).

As for "Import iCal calendars:" You can turn on the checkboxes individually for each calendar *(that is, category) that you've set up in iCal: Work, Social, Home, Sports League, Casey Stuff, whatever.*
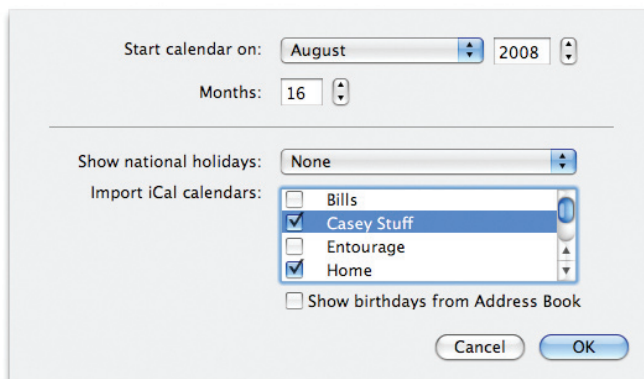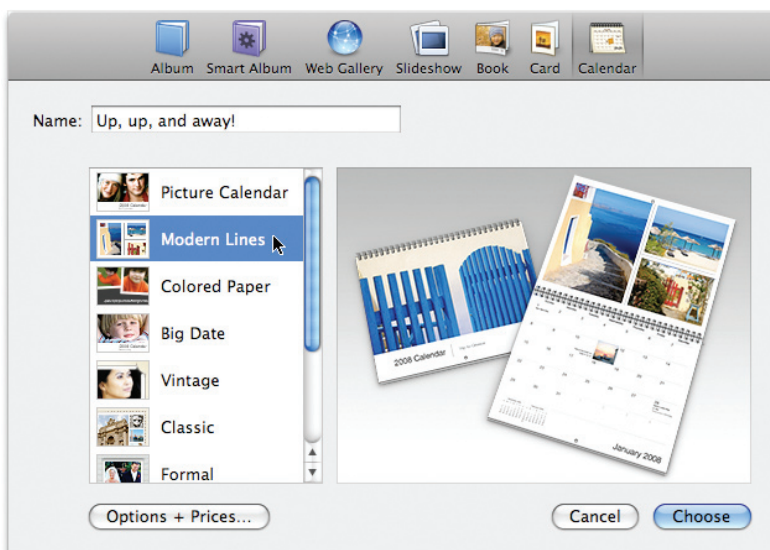
Day, and Bastille Day (in English); and the Malaysian holidays are along the lines of Merdeka, Awal Ramadan, and Yang Di-Pertua of Sarawak's Birthday.

But you knew that.

Finally, if you keep your calendar in iCal (the calendar program in your Applications folder), you can choose to have those events appear on your new photo calendar (Figure 14, bottom).

As a bonus, you can turn on "Show birthdays from Address Book." That's a reference to the Mac OS X address-book program, which—along with names, addresses, and phone numbers—has a space to record each person's birthday. Incorporating them into your *printed* calendar means that you'll never forget a loved one's (or even liked one's) special day.

Tip: This isn't the only chance you'll have to make these settings. You can return to this Settings dialog box at any time–when you're moving to Malaysia, for example, and want to change the holiday listings–by clicking the Settings button at the bottom of the calendar-design window.

When you're finished setting things up, click OK; you arrive in the calendar-design module. A new icon appears in the Source list, representing the calendar you're creating; you can file it into a folder, rename it, or trash it just as you would a slideshow or a book. You're ready for the fun part: installing your photos onto the calendar pages.

Phase 3: Design the Pages

Each page "spread" of the calendar shows a month grid on the lower page (below the spiral binding), and a "photo of the month" above (Figure 15). On each upper page, you'll find gray placeholder rectangles where you can install your favorite photos.

You put your own pictures into those gray boxes exactly the way you do when designing photo books. That is, you can let iPhoto fill those gray boxes automatically (by clicking the Autoflow button at the bottom of the window), or you can drag pictures onto them one at a time from the left-side waiting area.

You'll find these gray rectangles in three places:

- **The cover.** Choose one really good picture to grace the front. This is what the recipient (even if it's you) is going to see when first unwrapping the calendar.

- **The upper page ("picture of the month" space).** Illustrate each month with an especially appropriate photo—or more than one. Use the Layout pop-up menu to choose Two, Three, or whatever; some Themes let you place as many as seven pictures above the spiral binding.

- **Individual date squares.** This is the part that might not have occurred to you: dragging photos onto *individual squares* of the calendar. Put people's faces on their birthday squares, for example, or vacation shots on the dates when you took them.

Tip: Once you've dropped a picture onto a calendar square, you can double-click it to open the handy editing window shown in Figure 16.

When you're finished editing January (or whatever), click one of the big black arrow buttons (lower right) to move on to the next month whose page you want to design.

Tip: You can edit photos right on the calendar-page layouts, just as you can edit photos in book layouts. Double-click to enter Edit mode, or single-click to open the Adjust palette. No changes you make here affect the original photo in your library.

Phase 4: Edit the Text

Once your calendar is photographically compelling, you can finish it off with titles, captions, and other text.

Figure 15:
There are plenty of places to click as you design a calendar or card.

Down the left side of the screen, for example, iPhoto shows the thumbnails of the pictures you've selected for inclusion —or the thumbnails of the actual calendar pages, which gives you an at-a-glance overview of your design progress.

Calendar pages

Photo browser
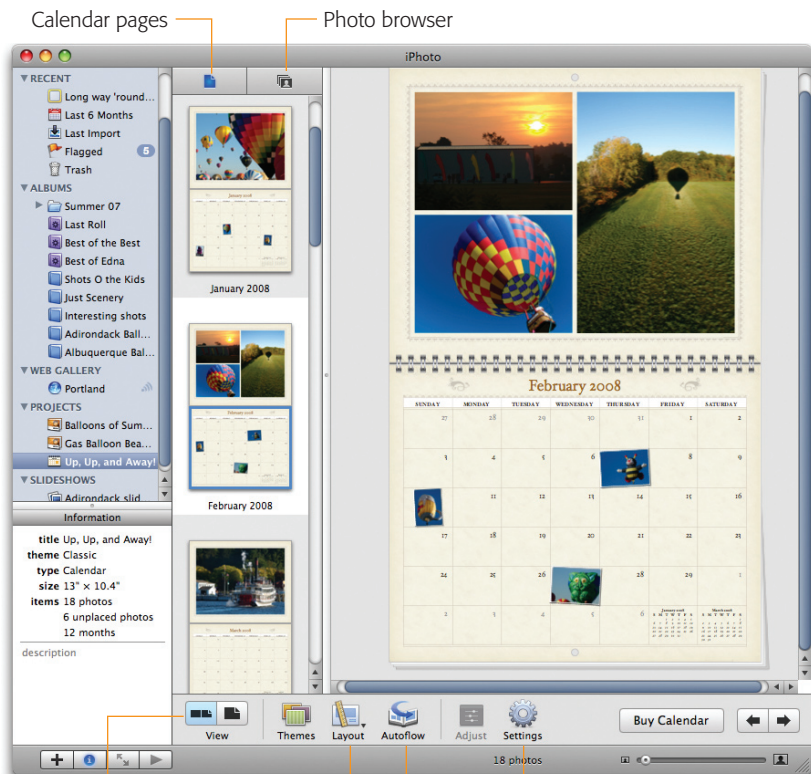
View single pages, or two-page spreads?

How many photos on the upper page?

Place remaining photos automatically

Change fonts

The cover, for example, offers both a main title and a subtitle. Click the placeholder words to select and replace them with new text of your own.

You can also double-click any date to open up a text box that you can type into (like "Robin's Graduation" or "House Foreclosure"; see Figure 16). If the date has a photo on it, you can type into the Caption box. If not, you just get a straight-ahead text box that suffices to label that particular date square.

Tip: Once the caption box is open, you don't have to close it and reopen it for another date. Each time you click a square on the calendar, the caption box automatically changes to show its text contents. (This trick also applies to the photo box shown in Figure 16.)

Figure 16:
This palette appears when you double-click a photo you've dropped on a date square. You can use the slider to enlarge the picture within its little box; drag inside the picture to reposition it in the frame; or type a caption into the text box at the bottom.

Turn on the Caption checkbox to make it appear, and don't miss the four-way "compass" that determines where the caption appears, relative to the date square: above, below, to the left, or whatever.

Just as with books, you can change the font formatting—either globally (for all pages) or for just some selected text:

- To change the font globally, click the Settings button on the iPhoto toolbar. In the resulting dialog box, click the Styles tab. Use the individual pop-up menus (for Cover Subtitle, Comments, Page Text, and so on) to specify the fonts and sizes you want. (If you decide that Apple's original font assignments were actually better than what you've come up with, click Restore Defaults.)

- To change the font for just one word (or sentence, or whatever), highlight it by dragging across it. Choose Edit→Font→Show Fonts to make the standard Mac OS X Fonts panel appear.

Phase 5: Order the Calendar

When you've said to yourself, "I'm [your name here], and I approve of this calendar," click the Buy Calendar button.

If you've left any gray boxes empty (without putting your photos into them), or if any caption placeholders are still empty, an error message appears. You won't be able to order the calendar without filling the gray boxes, although leaving captions empty is OK. (The calendar will simply print without any text there. Not even the dummy placeholder text will print.)

After a moment, your Mac connects to the Internet, and you see the Order Calendar dialog box. It looks and works identically to the Order Book screen (Figure 13), except that the pricing is a little different and you don't choose a color for the cover. (A 12-month calendar costs $20. Each additional month adds another $1.50 to the price.)

Assuming you're all signed up as a certified Apple customer (page 289), all you have to do is specify how many copies you want, where you want them shipped, and via which method (standard or express). Click Buy Now, and mark off the very few days on your old calendar as you wait for the new one to arrive.

Greeting Cards and Postcards

Why stop at books and calendars? iPhoto also offers greeting-card and postcard design modules (Figure 17). These items, too, are professionally printed using your own photographic material, look great, and don't cost an arm and a leg.

WORKAROUND WORKSHOP

Secrets of the Apple Book-Publishing Empire

It's no secret that when you order prints of your photos via the Internet, Kodak makes the prints. But neither temptation nor torture will persuade Apple to reveal who makes the gorgeous iPhoto photo books.

It didn't take long for Mac fans on the Internet, however, to discover some astonishing similarities between iPhoto books and the books created by a firm called MyPublisher.com. The pricing, timing, and books themselves are all identical. (When asked if it's Apple's publishing partner, MyPublisher.com says, "We don't discuss our partner relationships," which means "Yes.")

iPhoto-generated books are more elegantly designed than the ones you build yourself at MyPublisher.com. And it's certainly easier to upload books directly from iPhoto, rather than to upload photo files one at a time using your Web browser.

Still, you should know that building your books directly at MyPublisher.com offers greater design freedom than iPhoto does. You have a wider choice of cover colors and materials (even leather), you can add borders around the pages, and you have much more flexibility over the placement of photos and text.

In fact, it's easy to get carried away with these options and produce something absolutely ghastly, which is probably why Apple chose to limit your options. This way, you simply can't go wrong.

If you've read about how you design and order books or calendars, the description of the card-ordering process will feel like déjà vu all over again—only simpler.

1. **In your iPhoto collection, click the photo you want on the front of the card. Click the Card icon at the bottom of the window.**

   The familiar Themes dialog box appears, this time showing card designs (Figure 17).

   Tip: If you select more than one photo in this step, you'll have the option of trying different photos on the card's front to see which you like best.
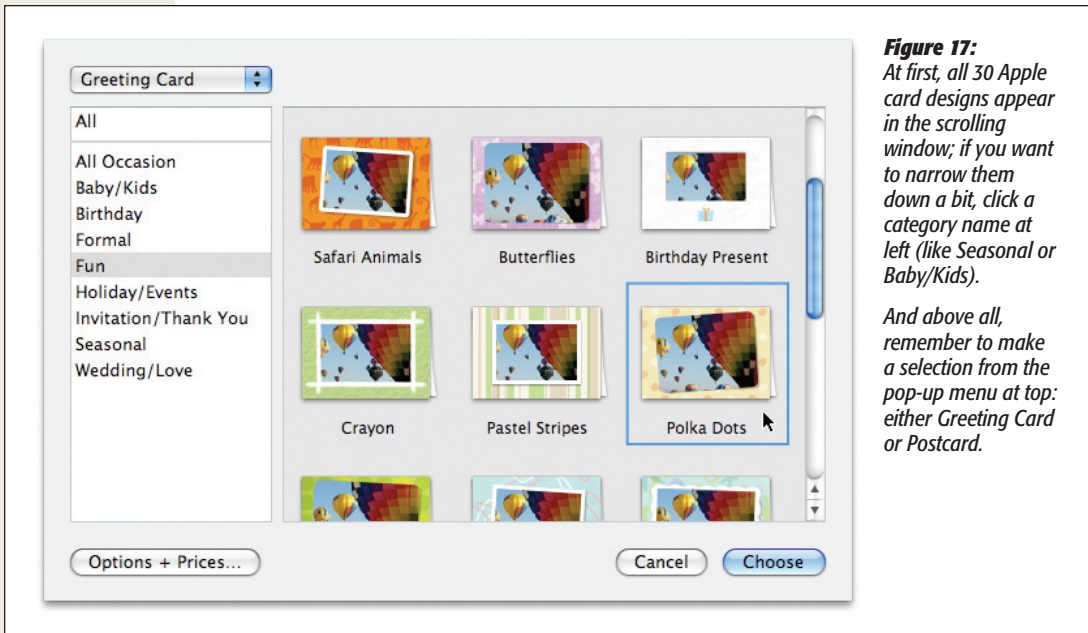
Figure 17:
At first, all 30 Apple card designs appear in the scrolling window; if you want to narrow them down a bit, click a category name at left (like Seasonal or Baby/Kids).

And above all, remember to make a selection from the pop-up menu at top: either Greeting Card or Postcard.

2. **From the pop-up menu at the top, choose either Greeting Card or Postcard. Then click the design you want.**

   iPhoto offers about 30 different card-front designs: holiday-themed cards, thank-you notes, baby announcements, birthday cards, invitations, and so on.

3. **Click OK.**

   You arrive in the now-familiar iPhoto page-design module, where you can adjust the photo, card background, and text (Figure 18). You'll see two rectangles here: the inside and outside (of a greeting card) or front and back (of a postcard).

   An icon now appears in your Source list, too, representing the card in progress.

4. **Adjust the photo.**

If you single-click the photo, you enter the picture-adjustment mode described on page 275. That is, you can drag the slider to enlarge the photo, or drag the picture to adjust its position inside the "frame." Double-click to open Edit mode.

Figure 18:
The Background pop-up menu offers a choice of color schemes (and, in some designs, patterns) for the background and interior of the card.

Greeting cards are 5 x 7 inches, come with a matching envelope, and cost $2 each (in quantities up to 24; discounts kick in at larger quantities). Postcards are 4 x 6 and cost $1.50 each. (Here again, they cost less if you order 25 or more, and even less in quantities above 50.)
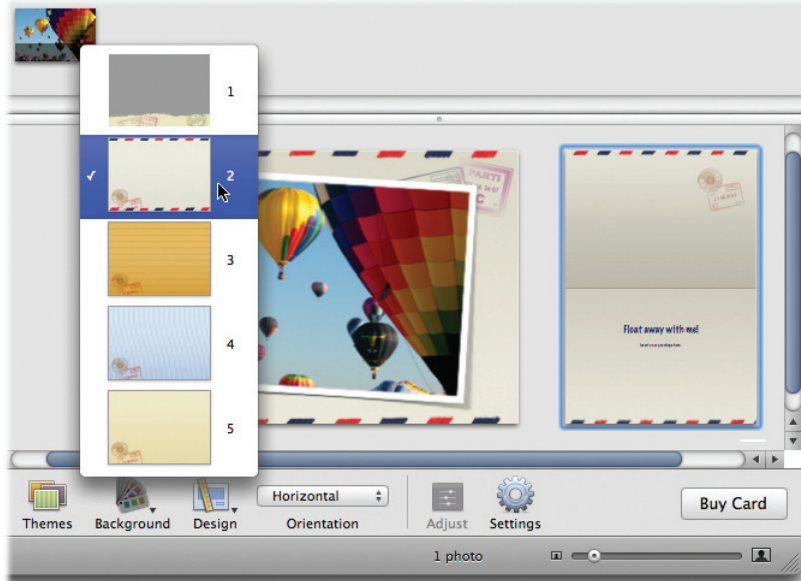
You can also replace the photo. If you had the foresight to choose several candidates in step 1, then a thumbnail browser appears at the top of the window. You can drag these thumbnails directly into the card's photo area to try them out and install them.

If you didn't think ahead, all is not lost. Click the album that contains the photos you want to try as alternatives, and then drag their thumbnails onto the card's icon in the Source list. When you click that icon now, you'll see the thumbnail browser containing the designated photo choices.

GEM IN THE ROUGH

A Pop-Up You Might Miss

Don't miss the "pop-up icon" called Design (at the bottom of the window). It offers variations on the photo layout for each month's upper page.

In most themes, those variations don't amount to much. The Design pop-up menu usually offers only two choices: one design with a place to type a picture caption, and another without.

But in some themes, like the Paper Animals and Baby designs, the Design pop-up menu offers as many as eight different designs—different background patterns for your photos, for example.

APPENDIX: BOOKS, CALENDARS, AND CARDS

5. **Adjust the background and design.**

The Background pop-up icon (at the bottom of the window) offers some alternative color schemes for the margins around the front-cover photo (and the corresponding accents on the inside or back of the card); see Figure 18.

The contents of the Design pop-up menu, on the other hand, change depending on whether you've clicked the front of the card or the inside/back. For the front, you get alternative layouts of text and photo (like adding the option to type a caption on the front of the card, or rounding the corners of the photo). If you've clicked the back of a postcard, you get to choose a standard mailable postcard back (with lines where you can write in a name and address, for example), or a nonmailable design that looks more like the inside of a greeting card.

(The Design pop-up menu doesn't offer anything special for the insides of greeting cards.) The Orientation pop-up menu lets you specify whether this card is folded at the top or the left side (Horizontal or Vertical).

6. **Edit the text.**

Double-click any bit of placeholder text on the screen to open its text box for editing. (It's generally uncool to send out baby-announcement cards bearing the legend, "Insert a name here.")

Tip: Don't forget that you can zoom in on any part of your card by dragging the slider at the lower-right corner of the screen.

You can also edit the type styles and fonts, exactly as described on page 282.

7. **Order the card.**

When the card looks good, click Buy Card. Your Mac goes online, and the Order Card dialog box appears. Here you'll discover that you're allowed to buy cards individually (you don't have to buy, say, 12 in a box—thanks, Apple!).

These cards are cheap enough and amazing enough that you should consider making them part of your everyday arsenal of social graces. After all, you're living in an era where very few other people can pull off such a thing—and you'll be the one who gets credited with your computer savvy and design prowess.