Cover Artwork Guidelines

YOUR ARTWORK SHOULD BE 6.875" TO ALLOW FOR BLEED **ACTUAL COVER IS 6.625** ALLOW .5" (1/2") ON NON-BINDING EDGES FOR ANY IMAGES NOT INTENDED TO BLEED Front Cover Template Logos and Photos This template is actual size. For Artwork should be at least 300 best results, follow the dimensions dpi resolution and sized to the approximate dimensions it will be given when creating your cover. used. When designing the back cover, the template should be flipped. Increasing resolution will not increase the quality. Therefore, **Cover Specifications:** low quality images, such as from If your design goes all the way to a website, will not reproduce well the edge, we need a file with bleed ALLOW .5" (1/2") ON NON-BINDING EDGES FOR ANY IMAGES NOT INTENDED TO BLEED in print even if the resolution is at **6.875" x 9.25".** The printed increased. cover will then be trimmed to If you are unable to provide a 6.625" x 9". We may add a border to digital image file, mail us a printed the design if no bleeds are included. YOUR ARTWORK SHOULD BE 9.25" TO ALLOW FOR BLEED version of the artwork. We will Allow .875" on the binding edge for scan the artwork at the correct the binding and hole punch. resolution for use on the cover. Allow .5" for any images or text not intended to bleed. School Datebooks cannot accept files placed into Word, **ACTUAL COVER IS** If you create the front and back WordPerfect, PowerPoint, etc. covers as one spread, include These programs compress images, a .25" bleed between the covers. knocking down the resolution. Upload the image file without Whole Page Designs placing it into a Word file. Designers should set up the file at When taking photos, set your **6.875" x 9.25"** at **300 dpi**. You digital camera to the highest can't begin with a low-resolution setting. file and increase it. If you have a printed photo, we can Preferred file types are .pdf, .tif, scan it to ensure best quality. .psd (Photoshop), .ai (Illustrator), .eps or .jpg. It's best not to crop photographs; leave some margin to work with. Low quality images, such as those You can always submit a second from a website, will not reproduce cropped version for reference. well in print, even if the resolution is increased. Reminders Computer artwork and all images Cover artwork is due 14 weeks before in the artwork should be CMYK your desired delivery date. (not RGB) color. Upload files to The Zone™. Login at Any imperfections in the www.schooldatebooks.com. submitted artwork will be present Mailing Artwork? in the finished cover design. School Datebooks 2880 U.S. Hwy 231 S. Lafayette, IN 47909

Cover Artwork Guidelines Continued

This Back Cover Template is the same as the front, just flipped horizontally. It is actual size.

For best results, follow the dimensions given when creating your back cover.

Questions? Contact your Customer Service Representative at 800.705.7526.

Cover Artwork Guidelines Continued

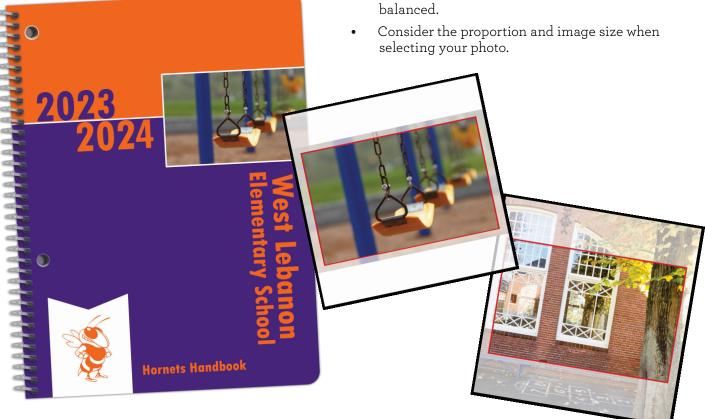
Selecting Your Photo

- Consider the orientation, proportion, focal point and extra space within the photo.
- Vertical photos work better for image spaces with "portrait" orientation; horizontal photos for "landscape" image spaces.
- Keep in mind that our cover templates will crop your photo in some way. Be sure to plan for the crop when taking the picture!
- Feel free to submit multiple photos using various angles, zoom and orientations. We'll then select the best picture for your chosen design.
- Don't forget your online cover proof! Be sure to check the colors used and that the photograph works for you. If you have any questions, contact your customer service representative.

General Tips

- Have a strong focal point.
- Experiment with placing the focal subject off-center.
- Select a location with good lighting. If you're shooting outdoors, wait until the sun is behind you for best results.
- Hold the camera steady. Many cameras take a few seconds after you press the button for the shutter to open and close.
- Take vertical photos for cover images with "portrait" orientation, horizontal for "landscape" pictures.
- Vary your angle and distance from the focal point

 get close, move back. Multiple angles and zoom
 will give you more options when selecting the right picture.
- Utilize the "white balance" button on your digital camera to ensure that colors will be vivid and balanced



Consider proportion and image size when selecting the photo for your cover.

- In this case, the vertical photo (center) might work well on this cover, but the horizontal (right) would not.
- Remember that our templates will crop your photo, as the example shows. Keep this in mind when selecting the focal point of your photograph.