

Easy Book Content:

Module 5: Image Content

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Introduction

IN THIS WEBINAR...

Image Content:

- Image Book Content Types
- Photography Content
- Illustration Content
- Video Capture Content
- And Much More!



Welcome to the fifth lesson of Easy Book Content! So far in this training we have looked at using public domain content and other people's content. We have even looked at easy ways of generating our own content. In this lesson you are going to learn about how to find and implement image content.

As a photographer and a graphic designer, I'm sure that you can guess that this is one of my favorite kinds of content. We are going to begin by looking at all of the different image book content types and then all of the broad categories such as photography content, illustration content, and video capture content. I'm also going to share some new resources with you that I think you are going to enjoy.

Finding Various Images

USING IMAGE CONTENT...

Answer These Questions:

- WHAT writing in your book can be replaced with images?
- HOW can images supplement or enhance your writing?
- ARE there types of books you can create in your area of expertise that ONLY contains images (or mostly just images)?



There are a lot of ways to add content using images. It's projected that for 2014 there will be 880 billion photographs taken and uploaded to the Internet. That's a lot. Photographs are only one type of image content though. There are also illustrations, graphic design content, video capture, and screen capture images. Whenever you are considering what type of image to include, you just need to ask yourself these three basic questions:

1. What writing in your book can be replaced with images?
2. How can images supplement or enhance your writing?
3. Are there types of books that you can create in your area of expertise that only (or mostly) contain images?

There are always ways to replace writing with images, and that can be handled in a lot of creative ways. Think about how you can break down your book's text so that simplifies your message, but still retains the quality of it and the content of it. In most cases, you also want to find ways to include images and replace some of that type. This will keep you from having to write so much, and it will also help you to engage your audience in a completely different way.

You can also use images to supplement or enhance your writing. Let's say that there really isn't any words in your book that you feel like you can delete and replace with an image of some

sort. Perhaps there are images that can supplement your books content well or enhance what you're saying.

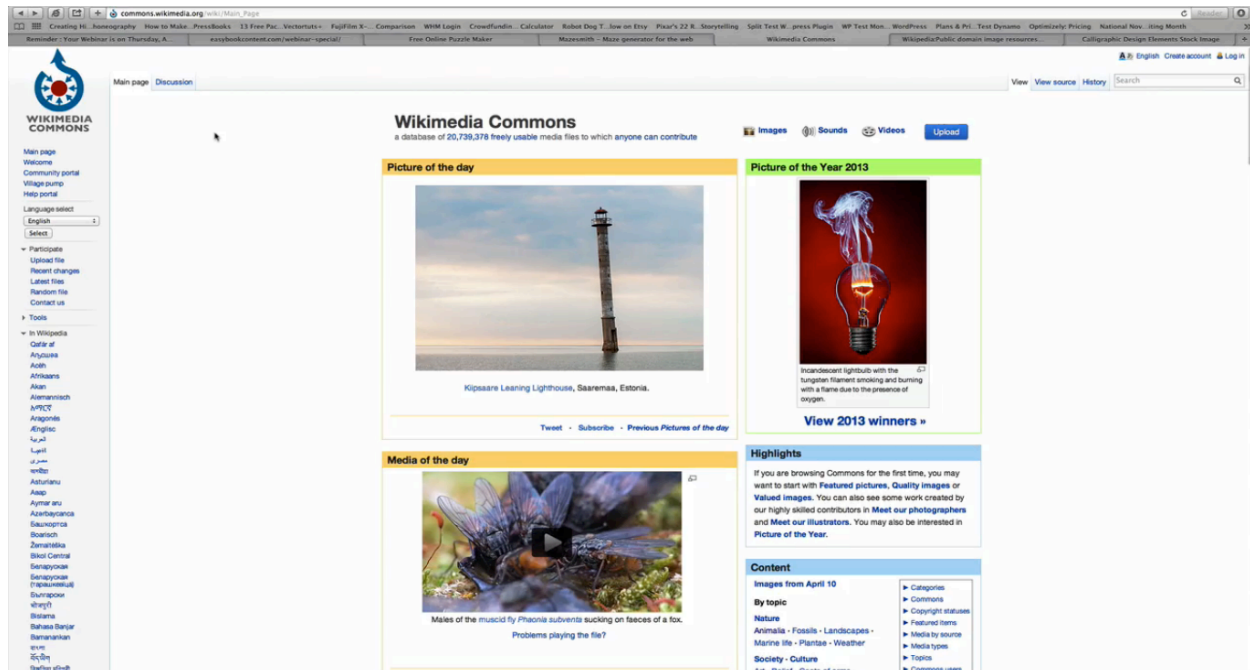
This doesn't just have to include photographs or illustrations. Charts and graphs may be useful in bringing your point across. The images themselves may even include type. It's how the information is portrayed graphically that makes the difference. You want your images to be relevant and make your book better. Don't just add images to your book because Tony said so and because they take up space.

Finally, think about whether or not there are books that you can create in your area of expertise that only create image or contain mostly images. Even if you ultimately come up with an answer of 'no', take some time to consider this question. Part of the reason why I teach, and part of the reason behind me being on this planet, is that I want to help people see from different perspectives. That requires doing things that we don't normally do.

I have researched and studied information that had absolutely nothing to do with what I'm interested in or going to the bookstore and flipping through books because I wanted to see how other people layout their own books. That's the best kind of research that you can do actually. Spend some time at Barnes & Noble and go through different types of books. Just look at them to see how they are laying out their books and how they are handling their images. You would be surprised how creatively images, in particular, are handled sometimes.

I recently attended Photoshop World 2014, and part of it contained a big bookshop area. I probably spent half an hour or 45 minutes going through the books there because I wanted to know how they are being laid out with regard to their images. I looked at a lot of practical how-to and Photoshop Design illustrated books as well as how-to photography books. In all honesty, there may not be a way for you to create books that are full of images. There are certain types of books that really shouldn't contain images, and there are markets in which you shouldn't really include images.

You can find all sorts of images in the Public Domain. So, I'm going to share some resources with you. The first place you can look is the Wikimedia Commons (<http://commons.wikimedia.org>). This site is, of course, is related to Wikipedia and just like on Wikipedia, a lot of the images are in the Public Domain.



The Wikimedia Commons homepage is shown above. At the top of the page it says that this is a database of 20,739,398 freely usable media files. Remember that if you click on some of the other languages you can sometimes find even more pictures on those pages. This is definitely a great resource to explore and it definitely contains a ton of Public Domain images. Just keep in mind that they are not all in the Public Domain. So, you'll want to check the licensing of each picture before using it.

Even if a picture is not in the Public Domain, some of them just require you to leave some type of acknowledgement. There's nothing wrong with giving credit where credit is due, and in most cases it's not difficult at all to acknowledge a person's photo in your book. Just pay careful attention to the requirements. Others images are completely non-commercial, so I advise you to take some time to look at the licenses of different images and become familiar with how they work.

Another site you may want to visit is <http://www.usa.gov/Topics/Graphics.shtml>. I highly recommend that you do so because this is the graphics hub for the entire US government. When you get to the site you will see that they have different sites listed and that they are separated by category. Each of these sites is going to work a bit differently when it comes to finding photos. Often you can search for images by category, and also you can usually find links over on the right-hand side of these pages which contain images as well.

They don't make it very obvious on where to find this stuff, but it's worth digging around a little to find the pictures you want. You never know what you're going to discover. Still, there's links to slides and stuff like that they you may not find directly. Yellowstone National Park's site has

some really nice slides, and you may notice that there are often links to Flickr sites, which makes searching a lot easier. Each site often has its own photo archives as well. The Yellowstone photo archive contains 13,000 images according to the site, for example.

One of the cool things about these national park sites is that they often have a lot of pictures of wildlife. For instance, if you need a picture of a wolf these sites would be a good place to look. They aren't always the most professional pictures, but often they just need to be enhanced a little. Again, sometimes it takes a little looking to find what you want, but it's totally worth it in the end most of the time.

Another great site to visit is Visipix.com. This site contains 1.3 million images. A lot of them are illustrations, classic art, and things like that. There is a lot of Japanese and Chinese art there, which I really like a lot. You should also visit:

http://en.wikipedia.org/wiki/Wikipedia:Public_Domain_Image_resources

This is a list of links to Wikipedia pages that have public domain images within them. What's cool is that along with the link there is a description of what you are going to find on the page. As you perform these searches, you are sure to find some overlap. Don't get discouraged though; just keep digging.

There are a lot of resources in the 'General Collection' of the site above. You will find even more government resources on this site as well. You'll find links to subject-based images, and there are links to clipart as well. There are even links to search engines that you can utilize.

One of the coolest links on this page is to the 'Open Content Program'. This is a pretty new collection of Public Domain material. This site contains a lot of historic photographs and artwork. You can download high-resolution versions of these images, which is very helpful as well. So, there's one more site that you can sink your teeth into.

Finally, it's always a good idea to visit the Library of Congress website (<http://www.loc.gov>). American Memories is an area on the site which you would probably want to explore. Then, another great site is Archives.gov (<http://www.archives.gov>). This is basically the new site for the National Archives. Not all of the National Archives' images are online, but a lot of them are. They are adding more and more all the time.

These resources are all public domain based. With this much to choose from, you should have been able to find what you need. Of course, you don't have to find public domain images if you are able to take your own photographs. Now you might be thinking "Well, I'm not that great of a photographer." Quite frankly, you don't have to be in most cases.

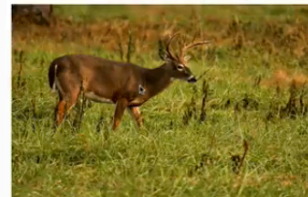
If you are doing coffee table books or something like that, then yeah, you want to have professional-quality pictures. However, if you are creating books where the subject matter isn't centered on the photography, like how-to books, you don't have to be a photographic genius; you just need to capture the stuff clearly.

Photography as Content

PHOTOGRAPHY AS CONTENT...

Take Those Photographs!:

- SO many effective ways to use photography as content.
 - To support / illustrate your story.
 - To demonstrate how-to do something.
 - To showcase your photographs.
- Take your own, use stock photos or use photos from the Public Domain.



There are just a few basic ways that you can use photographs as content; it's just that you can take each of those ways in a lot of different directions. You can use photographs to:

- Support/illustrate your story
- To demonstrate how to do something
- To showcase your photographs

Let's say that you wanted to create a cookbook, and you were working on a cookie recipe. You may not want to use pictures to demonstrate the process; you just want to show the end result of what they are supposed to look like when they are done. So, in this case you would just snap a photo much like the one shown in the screenshot above. On the other hand, you may want to demonstrate how to make a pizza; in this case you may want to take a couple of snapshots that essentially walk people through the process.

Basically, you have three choices. You can take your own pictures, use pictures from stock photo sites, or find them in the Public Domain. The resources that you have been provided opens the door to about 50 million different images that you can use for free. So, I advise you to start there.

There's one thing that you need to keep in mind in regards to stock photos. It's okay to use them in your book, especially to support and illustrate your story. You're probably not going to find many that will demonstrate how to do something. It's important that you don't use them just for the sake of showcasing them. In other words, you don't want to use them in ways where they are the primary piece of content, unless you get an extended license.

If you are taking your own, then it doesn't matter. You can use your own photos in any way you want. That is, of course, optimal; however, if you are showcasing your own pictures they need to be of a pretty good quality.

PHOTOGRAPHY AS CONTENT...

Before and After:



One of the best ways to use photographs is by demonstrating before and after scenarios. You would most likely do this for how-to books and things like that. Above you can see before and after shots of my basement. If I were writing a book on how to remodel a basement, I would use these photographs. These aren't the best photos in the world. I took them with my iPhone. In cases like this, you don't have to take the most professional photos either.

Of course, you can create photo books as well. The great thing about these is that you really don't have to include many words in them. All you need to do is add small bits of text like quotes or descriptions. You could even use poems that are in the Public Domain. These are easy to create. The important thing is that you use great-quality photos that you can showcase.

PHOTOGRAPHY AS CONTENT...

How-To's:



Above you can now see pictures from a how-to series that I photographed for a friend of mine who make cornhusk dolls. All I did was take photos ever so often as she was working on making the dolls. This wasn't very difficult at all, and really, your children could probably do this for you. Then, when comes to the writing, simple short sentences that lead people through the process step-by-step would probably suffice.

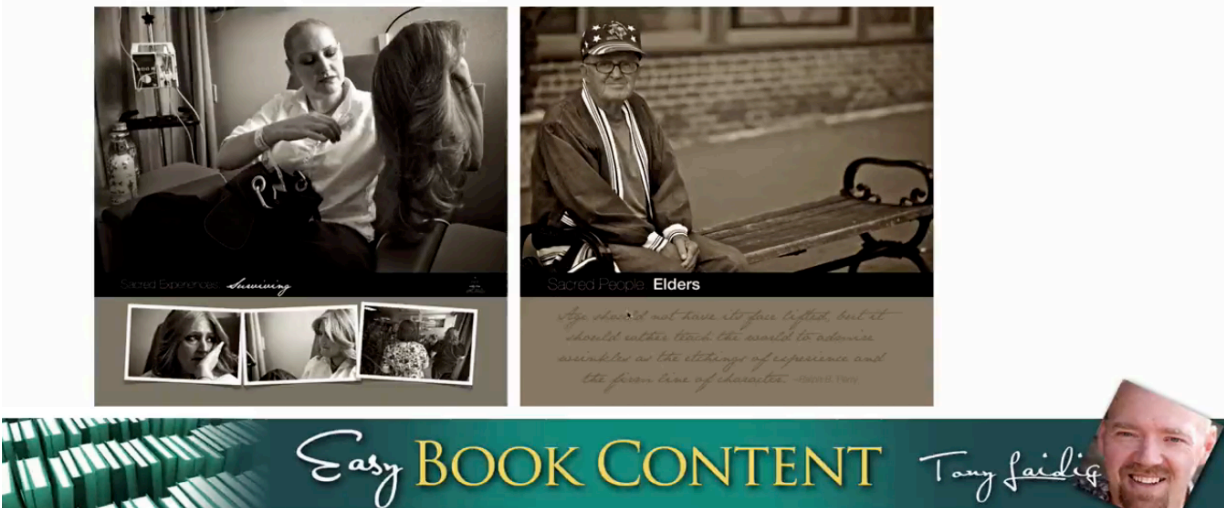
Imagine trying to explain a process like how to make cornhusk doll with no pictures at all. You would probably have to work very hard to describe exactly what you mean, and it would likely be frustrating for your reader to not have anything visual to go by. So again, there's a lot of benefit in using pictures whenever you are trying to demonstrate a process.

I recently got the idea that I was going to photograph every covered bridge in Pennsylvania. Well, who knew that there were so many? I think that I took around 60 or so. You know, you can't copyright directions. So, I could use my own photography along with some brief descriptions and end up with a nice book on the covered bridges in Pennsylvania.

My book on covered bridges would be an example of a collection book. You could create a collection book on just about anything, and all they really require is the compliment of pictures and some basic information. This is simple and easy, but these types of books really provide value for people that want basic knowledge on one specific thing or another. Antique and collectable books are another good example of this type of book.

PHOTOGRAPHY AS CONTENT...

Themed Books:



Theme books are very similar to collectable books. These are basically coffee table books that pertain to one particular subject. My *Day with the Sacred* book is an example of one of these books. I wanted to show the picture above to demonstrate that there is a lot you can do graphically. As you can see, these pages contain the main photograph on the top, but smaller sections of content at the bottom. It only took me a couple of minutes in PhotoShop to put together these pages.

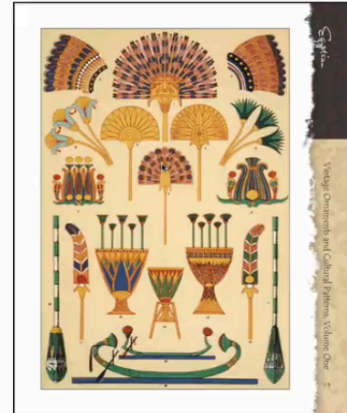
The quote on the page to the right is one that I found online. The picture is of an older gentleman that I took in Gettysburg, Pennsylvania. Even though there is text on the bottom of this page, you can see how it is really being handled as a graphic element on the page. So, in essence it's really an image of sorts. Do you see what I mean? There's a lot of different ways that you can handle your book's layout so that your book doesn't just contain a 'image-text-image-text' pattern.

Illustrations as Content

ILLUSTRATIONS AS CONTENT...

Broad Selection of Design:

- Traditional Art
- Digital Art
- Graphic Design (vector and raster)
- Patent Drawings
- Words as Illustration
- Icons and Design Elements



There is a broad selection of illustration design as well. You have seen the image in the screenshot above before. However, it is a great example of what you can do with images. All of the images on the page above are from the Public Domain. I have two different books that contain images like these, and there is no type in these books except for what you see on the outside edge of the pages and the introduction at the beginning of the book.

One type of illustration that you can use is traditional art, which is any art that was created by traditional means. Digital art can have the same appearance, but it is created digitally. For example, if you took a photograph and used Photoshop filters to make it look like a painting, then this would be an example of digital artwork. There's also graphically designed artwork, which is very similar to digital art. Both may be in vector form or raster form.

Vector art, if you don't know, is art that you would create in a program like Adobe Illustrator. The outlines of a vector image are always editable and changeable; vector images can also be infinitely scaled. That's one of the beautiful things about these types of illustrations. The reason you can do this is because these types of images are pixel-independent, meaning that it's created through a mathematical expression.

Digital art and graphic design are very similar. Graphic design includes a lot more in my opinion. For instance, I would consider a book cover a form of graphic design, and I would say the same for web graphics and logos.

ILLUSTRATIONS AS CONTENT...

Examples:

THROW SOMETHING
A PENCIL, A BALL DIPPED IN PAINT.

Develop an attitude of gratitude, and give thanks for everything that happens to you, knowing that every step forward is a step toward achieving something bigger and better than your current situation.
Brian Tracy

Develop an attitude of gratitude, and give thanks for everything that happens to you, knowing that every step forward is a step toward achieving something bigger and better than your current situation.
Brian Tracy

Easy BOOK CONTENT

Tony Jandig

Look at the screenshot above and you will find some examples of illustrations being used as content. I found these within some of the bestselling books on Amazon. They aren't mine. The first image is from a book titled *Wreck This Journal*. This book was put together in a very clever way. Inside of it, everything is kind of hand-drawn or hand-written. This image actually makes up a whole page of content within the book. The book just contains a whole bunch of different ways that you can wreck the book, and it is just full of different design elements explaining how to do so.

The image in the middle is from a journal. You can see that flourishes were used to emphasize the word 'January'. They are graphic design elements. As you can see, this is a great way to fill space and to make a page look pretty or attractive. You may also notice that these flourishes add balance to the page. They balance well with, and add to the flow of, the text at the bottom of the page.

On the right you can see an excerpt out of an illustrated journal. I really like this page because all of the text is hand-written and all of the words on the page are surrounded by illustrations. So, the entire page consists of illustrations of one kind or another. I think that this is a cool approach to handling illustrations.

Whoever made this last page did a great job of including images that supported what was written in the text. They used a drop cap at the beginning of the paragraph, which gave it a kind of storyteller feel. All of this content has been laid out in a very unique way.

In looking at this last page, you might be thinking "I could never do that." If you have never tried, then how do you know? That's one of the reasons why I wanted to share this. I want you to be able to think about what you're creating from different perspectives. There are a lot of different ways that you can replace words or handle them differently.



Above you can see some examples that I downloaded from GraphicStock.com. This is one of my favorite sites. On the left you can see some design elements that look like they have been torn from a notebook. I have been using things like this for years. Stuff like this helps you to fill a page creatively.

Let's say that on one of the pages of my page I describe a certain method for planting bulbs, and I want to include a call out definition of what plant bulbs are. Well rather than just adding a new paragraph in which the term 'plant bulbs', I could introduce a graphic that looks like a torn page which has the definition written inside of it. You could even put a graphic that looks like tape on there to make it look like the torn paper is taped into the book.

You see? If you were to do it this way, you would still be communicating the same information, but you are handling it in a more creative way. Instead, you are doing so more graphically, and as a result, you are taking up more space within the book. It's just a different way of accomplishing the same thing.

In the middle you can see some calligraphic design elements. You don't want to just pop these in your book at random. That would be silly. I usually use these when transitions occur in my book, such as at the beginning of a chapter. I also use them to define pullout quotes a lot.

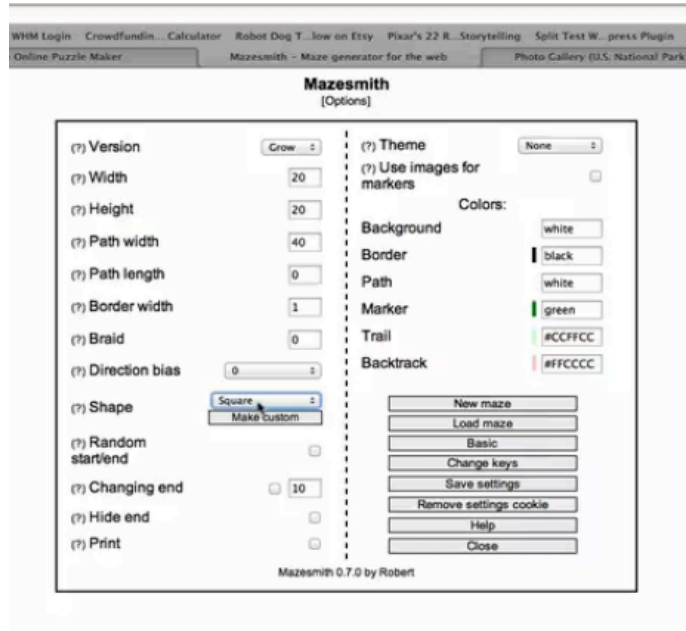
I've also used flourishes to delineate thoughts in a chapter. For example, let's say you're writing about the present day, but then you wanted to write about something that happened ten years ago. So, there's a shift in direction in your story. Well, you can use a flourish to signal to your reader that a change is taking place. You can do the same thing by changing the font, but flourishes work great for this as well.

These are great to use at the end of a chapter as well. This works especially well if you have some extra space at the end of a chapter because it keeps the page from looking so empty. Always remember that this is a great trick if you have some space you need filled.

The image to the far right is just of the letter 'T'. However, this letter was creatively drawn and can make your page more attractive if it is used as a drop cap or something like that. This will also help to take up some extra space on your page.

Design elements are great to use. Be mindful when you are using them, however, because it's easy to get carried away. So, you want to use them wisely, but try to think of creative ways that you can implement them into the pages as part of your content.

In one of the previous lessons of this training, you were given a resource that would allow you to include word searches in your books. Well, you should know that there are options out there for other types of puzzles as well. These are very fun design elements to include, and often times they can make your book more interactive as well as take up extra space.



Mazes are one of my favorite types of puzzles to include. A site that I like to use to generate mazes is <http://mazesmith.sourceforge.net/mazesmith.htm>. This site is connected to the word search page that was shown to you previously, and the tool for generating it works in the same manner. Some of the tools advanced options are shown above.

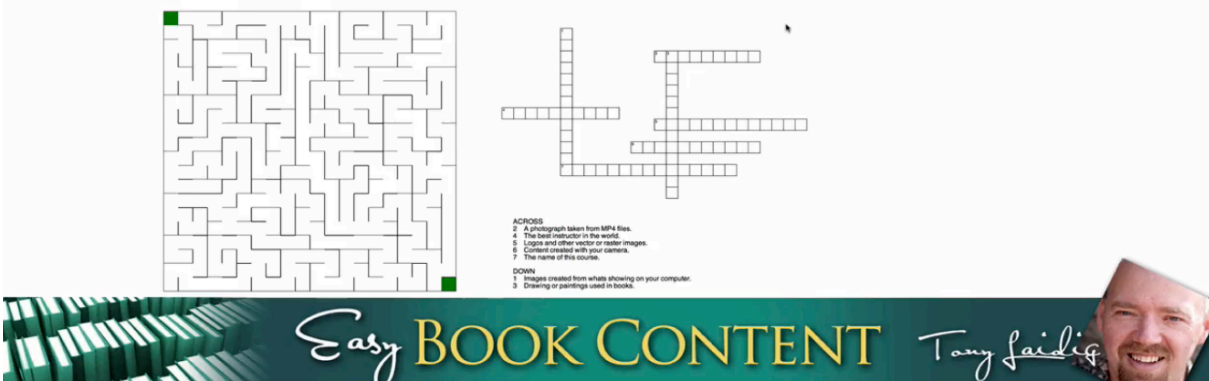
As you can see, the tools allow you to set your width and height of your puzzle as well as the shape of your maze. The 'Path Width' setting just determines the distance between the lines in your puzzle. So, if you were to reduce this setting to '30', it would make for a larger maze. You can also customize the colors of your maze, change its theme, and things like that. When you are done, simply click 'New Maze' and your maze will be generated.

There are a lot of other cool options for customizing your maze as well. Have some fun and play around with them until you come up with something you can use. I always set the 'Direction Bias' setting to '0'. That just means that you can control the direction users go. Anyway, this can be a helpful tool if you are creating a book in which content like this would work.

ILLUSTRATIONS AS CONTENT...

Examples - Puzzles:

- Mazes (<http://mazesmith.sourceforge.net/mazesmith.htm>)
- Crossword Puzzles (<http://www.puzzle-maker.com>)



There's also a crossword puzzle maker that you can use. It is located at <http://www.puzzle-maker.com>. This site will allow you to use the puzzles that you create commercially. I put together one very quickly for this presentation. This puzzle is shown above. As you can see, it only includes seven different words.

When you get to the site, you simply click on the 'Crossword Puzzle' link. After that, you'll be able to name your puzzle and enter in all of your clues. There is an example at the top of the page of how to create your clues. When you are done, click on the 'Create Puzzle' button. After you do, a solvable crossword puzzle will be generated. There is a free version, but it's definitely worth the extra cost to have a puzzle that is higher in resolution and to have more building options.

You may notice that there is a copyright at the bottom of the page when you generate one of these puzzles. However, it's the software that is protected by copyright, not the puzzles themselves. The copyright is very clear on that. So, this is another cool little tool that you can use to generate puzzles for a book. These especially work great to use if you are creating activity books.

Video Capture Content

VIDEO CAPTURE CONTENT...

Work on iPhone or Computer:

- Software to capture video frames.
 - VideoPix (iPhone)
 - Video2Photo (iPhone)
 - VLC Media Player (PC or Mac: www.videolan.org/vlc/index.html)
- Software to capture audio from video.
 - iFunia Audio Converter (Mac)
 - Free Video to MP3 Converter (PC - www.dvdvideosoft.com)
 - Speedible (Mac): Slows down audio for transcribing.



You can use your iPhone or computer to capture video. There are a couple of different ways that you can go about capturing the frames of video content, but you will need some sort of software to do so. I personally like shooting video on my iPhone. I use VideoPix to do that, which is an app on my phone. There's another app called Video2Photo. This app works just about the same way as the previous one.

VLC Media Player is a program that is available for both PC and Mac computers. This is what I use on my Mac most of the time to capture video. You can retrieve this program from www.videolan.org/vlc/index.html. It is super straight-forward and easy to use.

One of the cool features of this program is that at any point in the video, whether it is paused or playing, you can right-click on it and choose 'Snapshot'. When you do, the snapshot will appear at the upper left-hand corner so that you can preview it, and then it fades out. It really doesn't get much easier than that.

In my computer, which is a Mac, the snapshot that you take in the 'Pictures' folder. In a PC it would probably be placed in 'My Pictures'. The pictures are PNG files, and they will be outputted at whatever resolution the video file is in. So, if you're running a high-def video, the program will output an image that is 1920x1080px.

As you can probably tell, this is a really easy way to capture images for your book. You may remember me talking about creating a book on making different types of pizzas in the introductory video to this course. This is how I captured the images for that book. Well, I did some of them using VideoPix and some of them using VLC.

Now let's say that you were creating a how-to video, and you wanted to capture the audio and get it transcribed. iFunia Audio Converter is what I use for this on my Mac. There's also a program called Free Video to MP3 Converter. This is a PC-only program, and it can be found www.dvdvideosoft.com.

There's another app called Speedible that allows you to slow down audio for transcription. It is a Mac-only program, but there is probably a similar program for PC. So, if transcribing yourself or someone else is part of your process, then this might be a good thing to look into.

As I mentioned before, I have been at Photoshop World 2014 for the last few days. One of the things that I discovered there is that pretty much all of the photographers/instructors have books. In fact, in many cases they have multiple books. Now, how many of the couple dozen photographers wrote their books? What do you think? It was zero. I mean the books are in their words, but none of them sat down at a computer and wrote them out. Basically, they all used the methods that you are learning here.

These photographers either shot video and had the audio transcribed, or they talked it out through interview form and had the audio transcribed, or something similar. One guy told a story of how he was driving down the road and his video guy pulled out a digital recorder and told him to start talking. Afterwards, they had that audio transcribed, and the only thing that this photographer did was choose the pictures for his book.

You don't need complex video gear to do something like this. You can use your iPhone or another type of Smartphone. Any digital video camera that has the ability to link up with your computer would work, really. You just want to make sure that it can at least shoot HD video (or 4K video) because that's going to deliver the resolution you need.

You should always use a tripod regardless of the type of books you are doing. There are tripods that are made specifically for iPhones. I use a tripod mount called Glif. There's also a Glif Plus and a lot of other options out there. These aren't very expensive at all.

Good lighting is extremely important. The more light you can have, the better. You don't have to invest a lot of money into this. One hundred watt florescent bulbs will usually provide adequate lighting.

You can also use screen capturing software to acquire the pictures that you need. Jing is a popular option that many people use. SnagIt is another option that is made by the same company but is less expensive. They both have a lot of really cool features. Computers usually have screen capturing capabilities.

VIDEO CAPTURE CONTENT...

Screen Capture:

- Jing
- SnagIt
- PC – PrintScreen
- Mac – Cmd + Shift + 3
(4 for a portion of the screen)

The slide also features a vertical stack of five small screenshots on the left and a larger screenshot on the right showing the same slide content. At the bottom, there is a banner for 'Easy BOOK CONTENT' with a photo of Tony Laidig.

PCs generally have a 'PrintScr' button that you can push, and on a Mac you can simply hit Cmd+Shift+3 to capture a screenshot. On a Mac, you can also hit Cmd+Shift+4 to capture just a portion of your screen. In fact, this will bring up a crosshair that will allow you to select a particular portion of your screen. This is demonstrated in the screenshot above.

It's likely that you have been following my training for a while now. If so, you know that I use screen captures a lot. I see it as a very viable means of producing image-based content for your books.

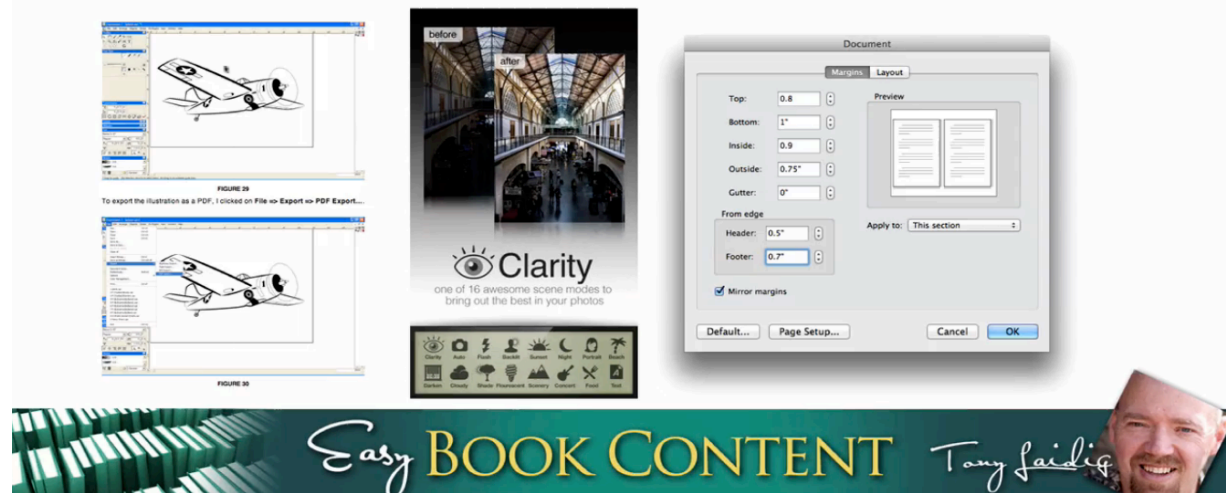
I would say 60-70% of the content of my books were just screenshots with little description placed either beneath or off to the side. Often you'll see a screen capture to the right and a brief description to the left. When the whole book is laid out this way, it looks very clean and is easy to follow. In cases like this, the screen captures basically tell the story and the text just kind of fills in the blanks a little.

There are a lot of different ways to handle screen captures. If you are going through a certain process on your computer and just taking screen captures instead recording, you may want to take detailed notes of what you were doing when you took the screen capture because you will forget and you will probably need to provide these details later.

Most phones also have a screen capturing option, and so do most tablets. On an iPad or an iPhone, you can press the 'Home' button and the 'On' switch at the top simultaneously to take a screenshot. Other types of phones and tablets have this option as well, but I have no idea how to take screenshots with them.

VIDEO CAPTURE CONTENT...

Screen Capture:



One great way to use screenshots is to demonstrate different settings with them. For instance, the window on the right of the screenshot above shows some of the settings that I used in Microsoft Word for laying out my documents. Obviously, something like this can be very helpful for someone who is trying to follow your instructions.

There are some main points that I want you to remember and take away from this portion of the lesson. First of all, I like to use the acronym ABAV, which means always be adding value. That's one of the beautiful things about image-based content. It is not only one of the easiest ways to add value, but it's a great way to expand your book without doing a lot of extra writing.

You might remember that in the introductory webinar I talked about paying the same amount to write 5,000 words as you would 500. That's absolutely true; you literally can. It's not that I'm 'anti-words', but if you're looking for ways to speed up your process this is a good way to do it.

Experiment with different ways that you can portray the same content. Just like I demonstrated in the gardening book example, you can place a definition within an image instead of just placing it in one of your paragraphs. This not only points the definition out to the reader in a better way but the image takes up more space in your book.

Another important thing to remember is that you need to be consistent both with your images and with your text. In other words, if you're using flourishes or graphic design elements, use them the same way every single time. Don't use flourishes to end your chapters for half the book and then end the chapters without them later on in your book, for example. If you aren't consistent with details like this, it will look like a mistake whether you did this on purpose or not.

Finally, remember that resolution matters. In the beginning you may only intend on creating a digital version of your book, but you should still provide a high enough quality of images for a print book. They need to be at least 300 dpi. It's much easier to reduce for Kindle than to enlarge for print. You lose a lot of quality whenever you start enlarging images.

When you are faced with the question of whether you are going to publish to print, digital, or both, I advise that you go about creating your images as though they are being created for a print book because you can always scale it down. In other words, create a version of your book for print even if you don't plan on publishing it to print right now. Then, you can simply resize the images for the digital version. That way if you change your mind later on, you're good to go.

Questions & Answers

Are all NASA images in the Public Domain?

The majority of them are, but I don't know that all of them are. You are going to need to read the copyright notices on the website. Government websites are very good about providing clear copyright notices.

I looked at the attribution requirements for one of the images that I found. It looks like it's going to take up a lot of space because they require so much. What's the best way to handle this?

I would place the attribution in the footnotes or endnotes.

Are all postage stamps in the Public Domain?

My initial guess would be yes, but there's no way for me to really say for sure. You'll want to read the licenses on the page.

Could I use a classic painting for the cover of my book? I want to use *The Scream* on a cover, but I can't figure out if it's covered by copyright.

According to Wikimedia this image is in the public domain, in the US at least.

What do you recommend as the distribution format for photography books? Kindle traditionally hasn't done that well with photo books. Has that changed, and what do you recommend?

It's starting to change with Kindle. It really depends on how you want to deliver them though. If you only want them to be soft cover books, you may want to go through CreateSpace because their prices aren't bad. If you want like a hard-cover book with a jacket, that's another story. In that case, if you don't want to have to charge a lot for your book, you would probably want to get them printed somewhere or use Print Ninja. You can sell them on Amazon and use

FBA to print them. If you do this, you're going to make a lot more in royalties and get the benefit of the exposure on Amazon.

Print Ninja or a similar service will print your book for about \$5 per copy even if you want it to be in full color with a jacket. Be careful using services like Blurb.com or other print on demand options for something like this because the cost is much greater. So, if this is the type of book you want to produce, it makes a lot more sense to go with a traditional printer. On the other hand, if you are just trying to produce a soft cover book without the jacket and all of that, print on demand is probably your best option.

There is a new option that I was planning on covering next week. The largest book distributor in the country is a company called Ingram. They own a printing company called Lightning Source. This company does print on demand, but they also have traditional digital printers rather than Xerox machines. They actually have the ability to create hard cover books in full-color as well. I have found that their pricing structure isn't bad at all.

Do you need to get permission from people to publish their picture?

It's probably a good idea. Technically they could sue you, but they would probably lose. In most cases people are not willing to spend the money that it would take to win.

Is your Easy Book Illustrations program still available?

Yes. There are six different levels right now, and we are getting ready to start a new one. If you go to www.EasyBookIllustrations.com/Bundles, you can purchase several of these lessons all at once. There is a link on the page which will allow you to buy the lessons individually as well.

If there is a celebrity being filmed by a television company and the network posts the video online, can we legally use a screenshot from that video in a publication?

No. The reason is because the video feed is owned by the company that taped them. Plus, you have to be careful with celebrities. Most of them have their likenesses protected by copyright and by other legal means. So, there are actually a number of reasons why you can't do this.

Would you consider doing a class on how to use PowerPoint to make slides?

I'm quite sure I have taught that a couple of different times. I recommend that you dig around on *The Expert Media Show*. I'm sure that I did this on one of those episodes.

I've noticed that a lot of people use brief portions of movies or television shows in their content. How can I determine the rules for this?

The law behind this would probably be Fair Use. It's one thing to share this on Facebook or on your blog, but it's totally different to put it in your book. Usually the rules work a little differently that way. Unfortunately, I am not an intellectual property attorney. My recommendation, which is based on my experience in publishing, is to avoid this sort of thing completely. I believe that it would save you a world of hurt in the end.

What if I want to include sheet music for my book?

There are some public domain resources for music. The same rules apply for sheet music that's in the Public Domain as books that are in the Public Domain. So, they would have had to have renewed the copyrights in the 28th year after publication between 1923 and 1964. If it was produced after 1964, it's not in the Public Domain.

Are large picture books too big for Kindle to handle, and do they cost more for the end user?

They only cost more to the end user if you charge more for them. There can be delivery fees associated with image-based books, but the end user doesn't pay that. It comes out of your royalty. I haven't seen any evidence of books like coffee table books doing super-well on Kindle. A lot of people would rather have print versions of these particular types of books.

I've heard some negative feedback of CreateSpace books. What do you have to say about this?

Every copy of each print book that I have had printed with CreateSpace has always been great. I've never had any reason to complain personally, but I'm not saying that it doesn't happen. People that use Lightning Source have told me that the quality of these books is way better.

How do you keep the file size down for your digital books?

Make sure that your images are at 100% and saved with 50% compression.

What size of font do I need to use so that it is not too small to read on smaller devices?

I would probably aim for around 14 pt or something like that.