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Album Moxie: The Savvy Photographer's Guide To Album Design And More With InDesign



Synopsis

Fresh, clean, and SIMPLE. Album Moxie makes designing photo albums a breeze. For a lot of photographers, album design is synonymous with headache. The hours (and hours!) spent designing are usually followed by weeks (or even months) of revisions, making for a painful experience for everyone involved. But it doesn't have to be that way! This book will show you how to combine the right tools with a simple strategy, making it possible (even easy) to design basic albums in seconds, and custom wedding or portrait albums in an hour "or less. By the time you finish the book, you'll have a beautiful, finished design that's ready to be ordered!

Overhauling the entire approach to traditional album design and marketing, Album Moxie shows how albums can be as good for your workflow as they are for your bottom line "all while adding value for your clients. This fun, spunky, and no-nonsense book: Provides a simplified approach for photographers looking to create and market wedding and portrait albums Walks through the entire album process, from choosing a vendor to exporting production-ready files Guides readers step by step through the design, retouching, and exporting of an actual 20-page album Covers all the necessary tools, including the basics of the one tool that design professionals know and love "Adobe InDesign

Book Information

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Customer Reviews

I gave this book a 5-star rating even though it is not a perfect book. It is however, the only modern book on album design that I can find (most of the album design books were published when

photographers discovered Photoshop and started going crazy with creating album spreads that looks very dated ... you know the look). My general opinion of Khara Plicanic is that she has an innate sense of design. Although Khara has a lot of design work that are leaning towards the whimsical side, which is not my style, she also has a lot of designs that are very clean and elegant. Obviously, this book is targeted to wedding photographers, so the album layouts are beautiful, clean and timeless. Her design leans towards having strong images speak for themselves and reduce distracting elements such having 20 images in a spread, colorful backgrounds, images with lowered opacity and another image on top of it, decorative borders and effects, swirly images overlaid on top of main images, etc. What I really love about this book is she dedicated a very long Chapter 7 on designing a 20-spread (40 pages) 10x10 album from scratch. She basically explains InDesign tools through demonstration of the album creation. The album layouts themselves are very fast to create, but they look beautiful. There are a couple of spreads that love a lot and created a template for myself. I would have love this book even more if she had two chapters dedicated to designing the album, but the two albums being different and thus utilizing different tools and techniques. So why don't I think this book is perfect? Well, this book is appears to be targeted for beginning album designers. However, she doesn't really dive too deep in design philosophy nor the InDesign software.

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