





BONUS CHAPTER 3

THE LAYOUT

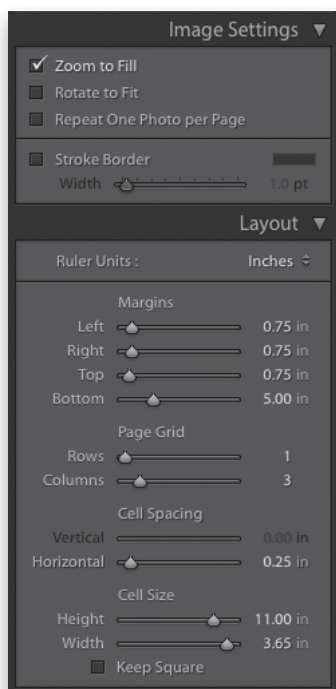
creating cool layouts for web & print

Man, I just love it when you go searching for a song or movie title with the word “layout” in it, and the first album that pops up is “The Layout” by Frankie Jones. That’s a lot better luck than I had when I searched for the chapter on Rendering Intents (ya know, if I actually had a chapter on that, and if I did, it would be an incredibly short chapter. About a page or two, and that’s if I used a lot of big words, like Rendering and Intents). Anyway, some of these layouts were in an earlier version of this book, buried in the Print chapter. I think that was a mistake. Mind you, I’m not saying I made this mistake. I learned long ago that, to be a successful author, a particular skill you need to master is the immediate and indiscriminate assigning of blame to your editor for anything that isn’t 100% absolutely perfect. One reason this works so consistently, for authors across all genres of books, is that editors say so many messed up things during

the course of producing a book that they honestly have no idea what they really said or when they said it. I talked to my editor about this, and he admitted what I had always suspected, which is that many editors today are hooked on steroids (that explains why he’s is so freakishly muscular). Anyway, most photographers today don’t actually make prints—their images go straight to the web (for the most part), so a lot of readers had no idea I put all these cool layouts in the book that work perfectly for the web, too (I use these on my blog, on Google+, in photo galleries, and at steroid conventions), so by putting these in their own separate chapter (and adding 24 bad@\$! Lightroom presets on the book’s download site), it distracts Olympic officials from administering their monthly mandatory drug tests for book editors. Well, at least that’s what I’ve been told.

Here Are Some of My Layouts for You to Use

I wanted to share some of my most popular multi-photo print layouts with you (clients love these types of layouts), showing the panels needed for the layout, and an example of each. These all use a 13x19" final page size, so click the Page Setup button and set that first. Unless otherwise shown, they use the Single Image/Contact Sheet layout. Also, for a full-page bleed, set your page to borderless. Enjoy!

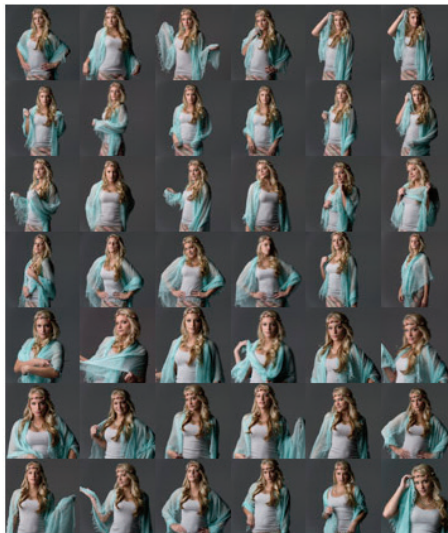
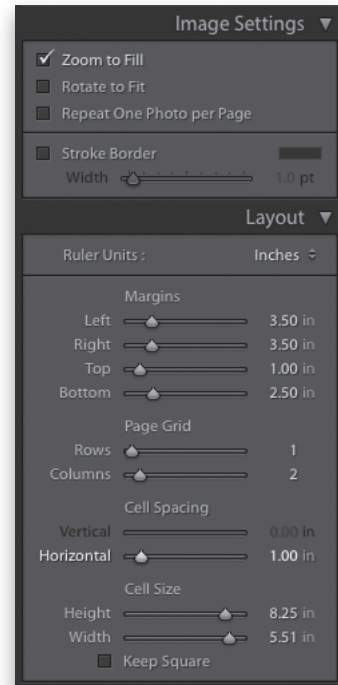


Note: The goal of this section is to teach you how easy it is to create your own layouts for the web or printing, and once you build a few, you'll have a blast building your own, but just so you know, I did save all these layouts as templates (once again, using the standard 13x19" size). So, if you don't want to recreate these layouts yourself, you can download them as templates from the book's companion webpage, and load them into Lightroom.

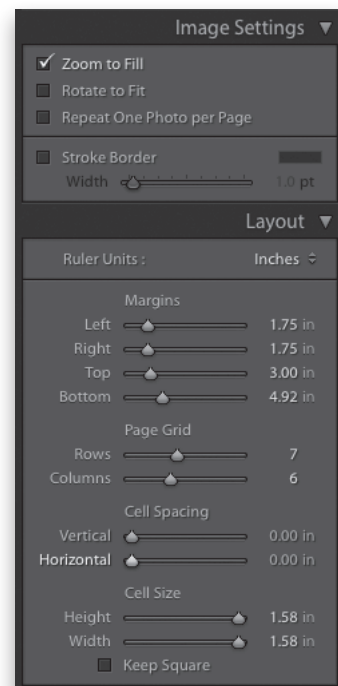


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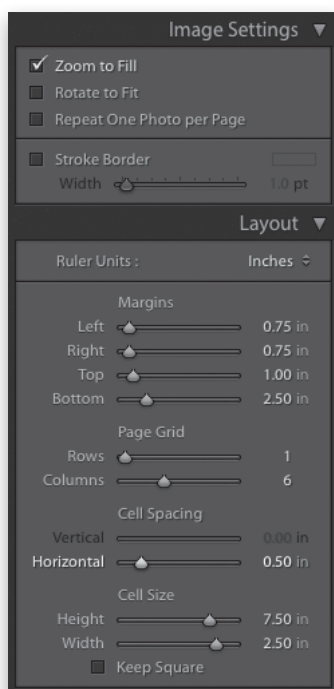
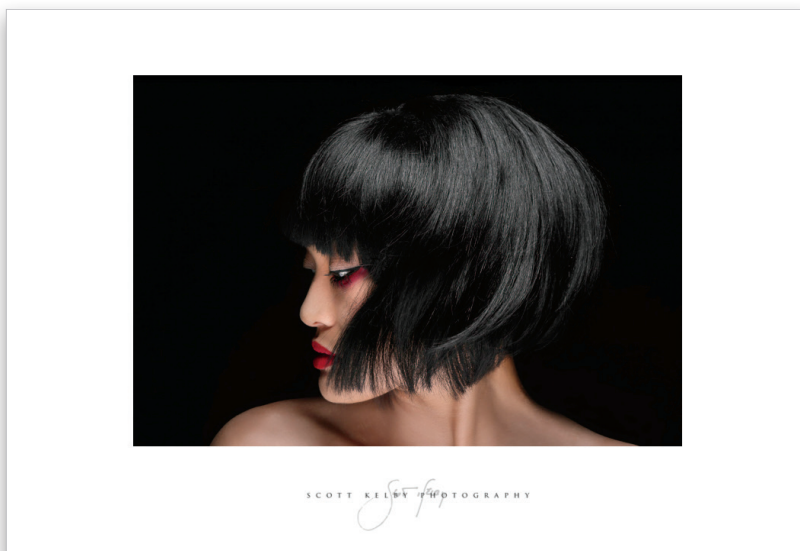
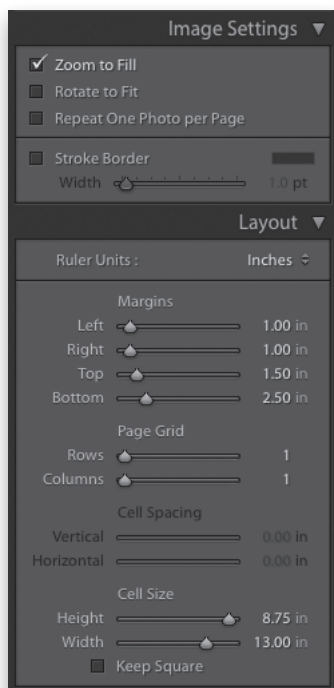
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Image Settings ▾

- ☒ Zoom to Fill
- ☐ Rotate to Fit
- ☒ Repeat One Photo per Page
- ☐ Stroke Border
 - Width: 1.0 pt

Layout ▾

Ruler Units: Inches ▾

Margins

- Left: 1.25 in
- Right: 1.25 in
- Top: 0.75 in
- Bottom: 2.50 in

Page Grid

- Rows: 1
- Columns: 5

Cell Spacing

- Vertical: 0.00 in
- Horizontal: 0.50 in

Cell Size

- Height: 2.90 in
- Width: 2.90 in
- ☒ Keep Square



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Image Settings ▾

- ☒ Zoom to Fill
- ☐ Rotate to Fit
- ☐ Repeat One Photo per Page
- ☐ Stroke Border
 - Width: 1.0 pt

Layout ▾

Ruler Units: Inches ▾

Margins

- Left: 0.50 in
- Right: 0.50 in
- Top: 1.00 in
- Bottom: 5.50 in

Page Grid

- Rows: 1
- Columns: 1

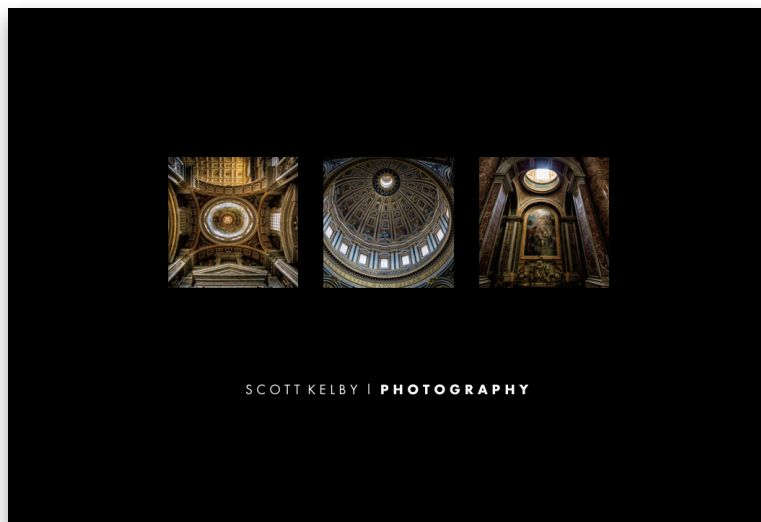
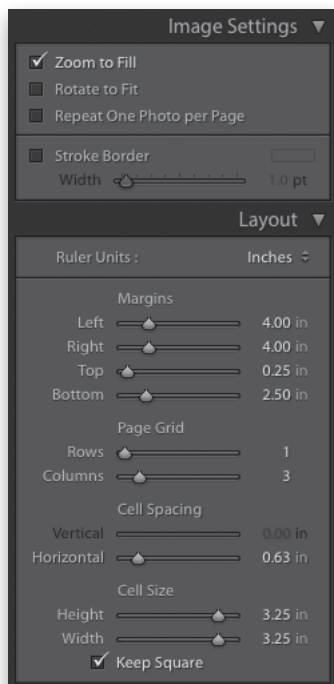
Cell Spacing

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- Horizontal: 0.00 in

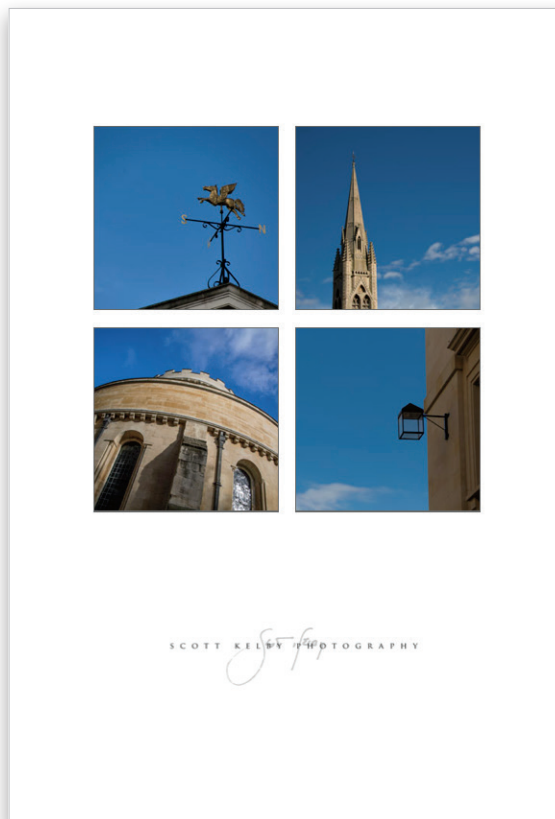
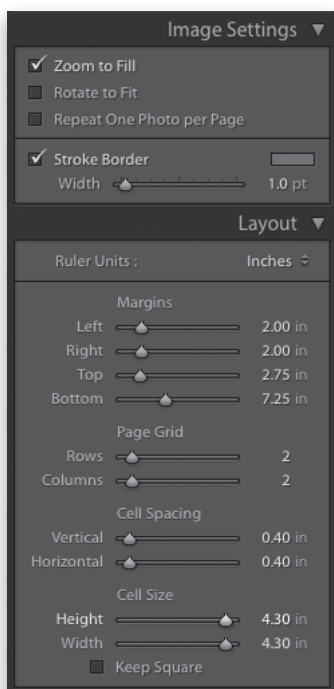
Cell Size

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- Width: 16.00 in
- ☐ Keep Square

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Turn on the **Zoom to Fill** checkbox in the **Image Settings** panel. Click on the **Page Background Color** color swatch and change it to black in the **Page** panel, then turn on the **Override Color** checkbox for your **Identity Plate** and set the color to white



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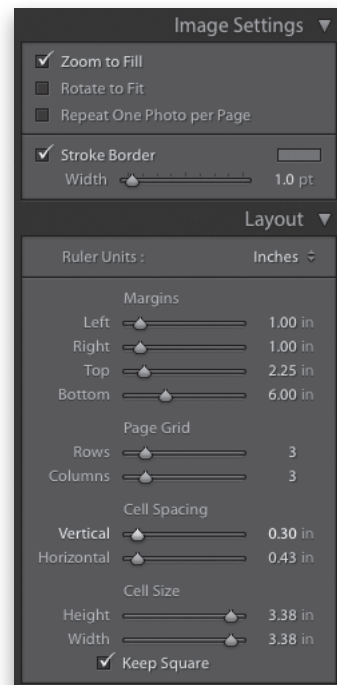
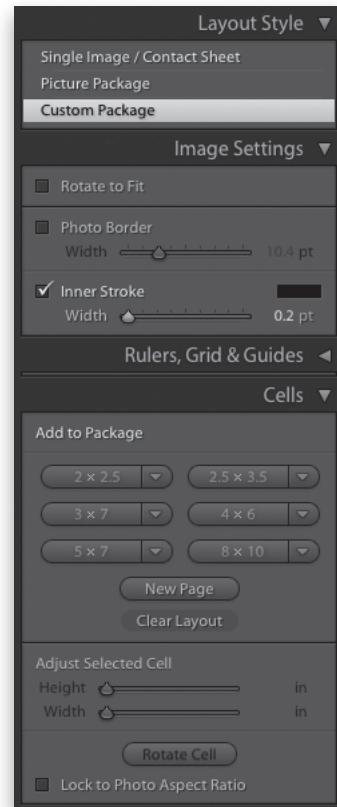


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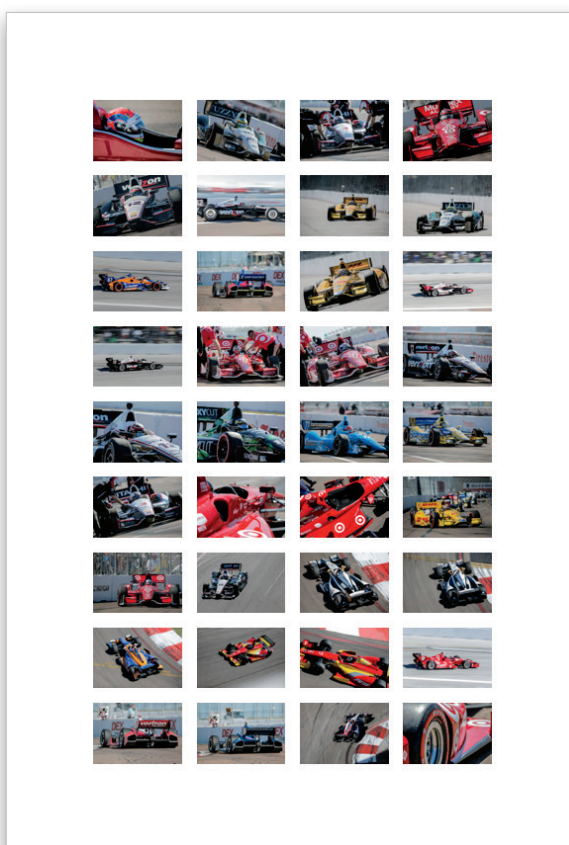
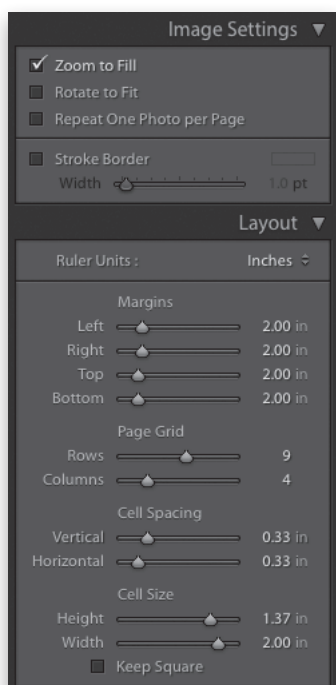
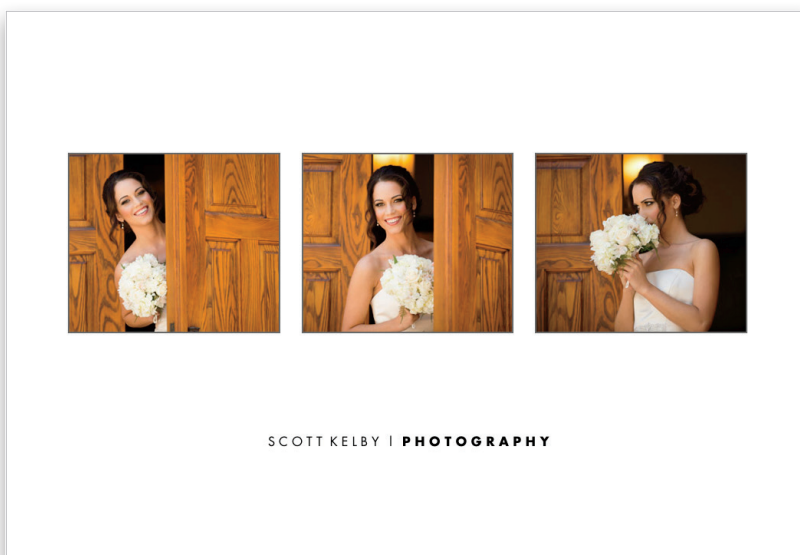
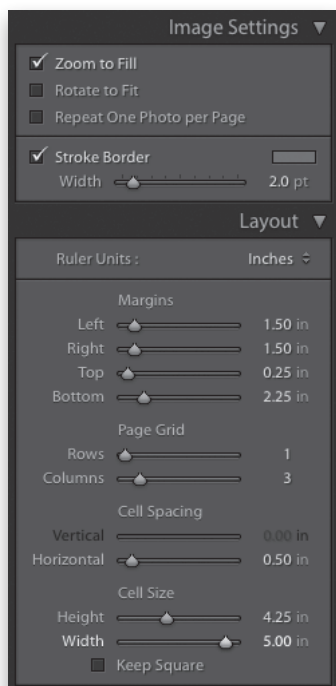
Here, in the Cells panel, you're going to create a 4x6 cell, then grab one side and drag inward until it becomes a square 4x4 cell (turn off the Lock to Photo Aspect Ratio checkbox first). Position that in the middle, above the center of the page. Now, create two more 4x6 cells and put them on either side of the square



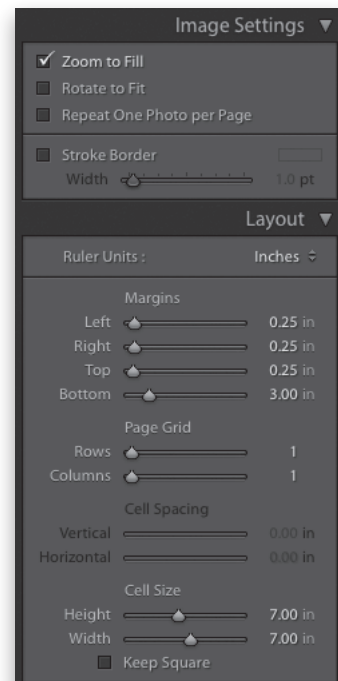
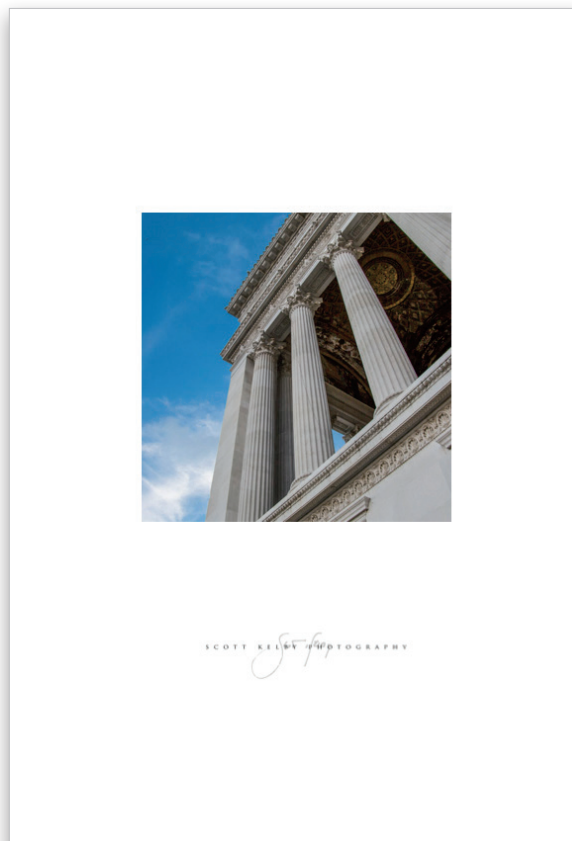
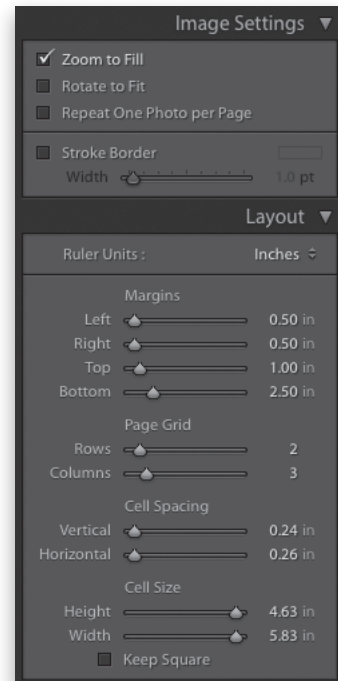
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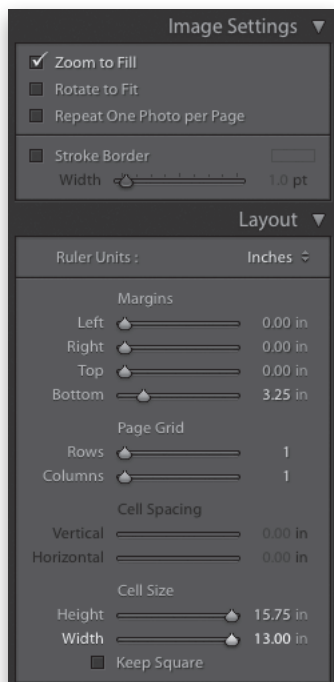
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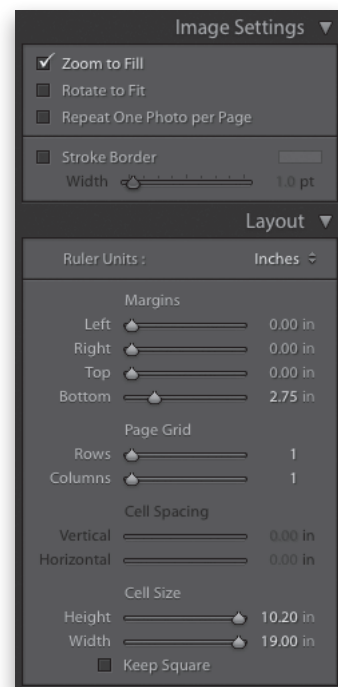
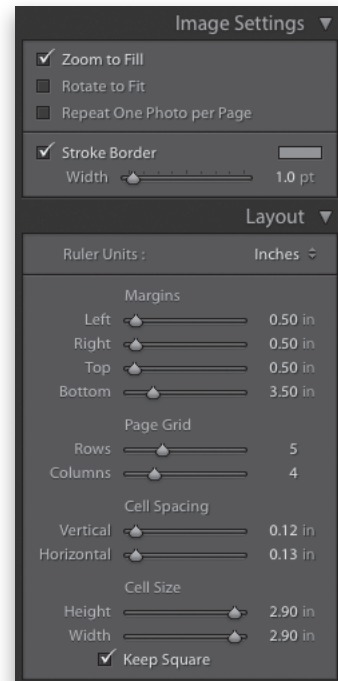
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Click the Page Setup button and set your page to borderless so Lightroom will let you set your page margins to 0.00" all the way around for this full-page bleed look

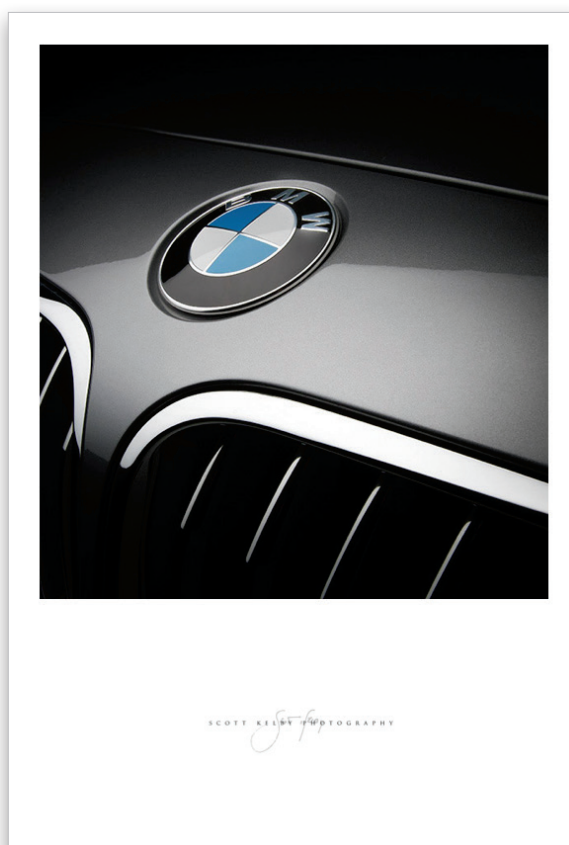
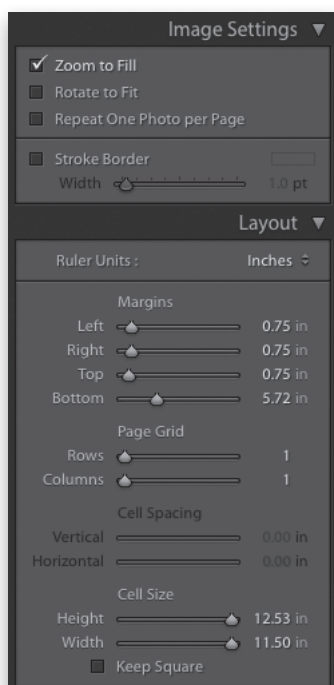
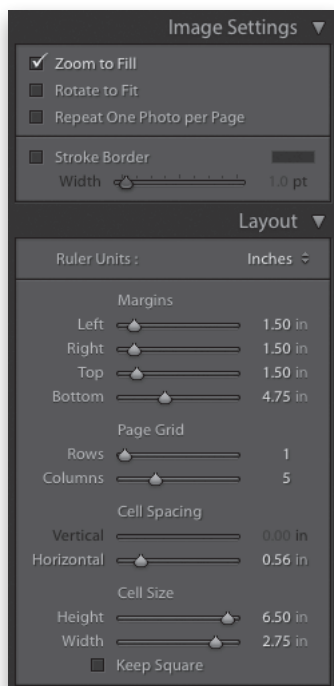


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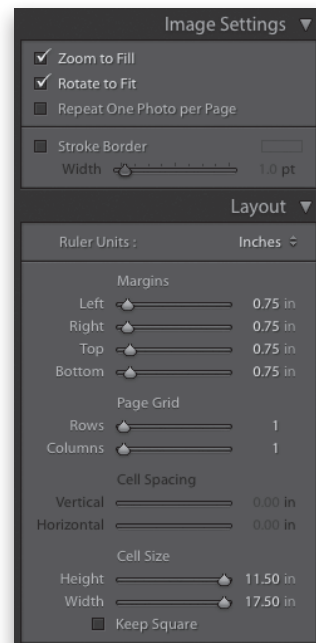
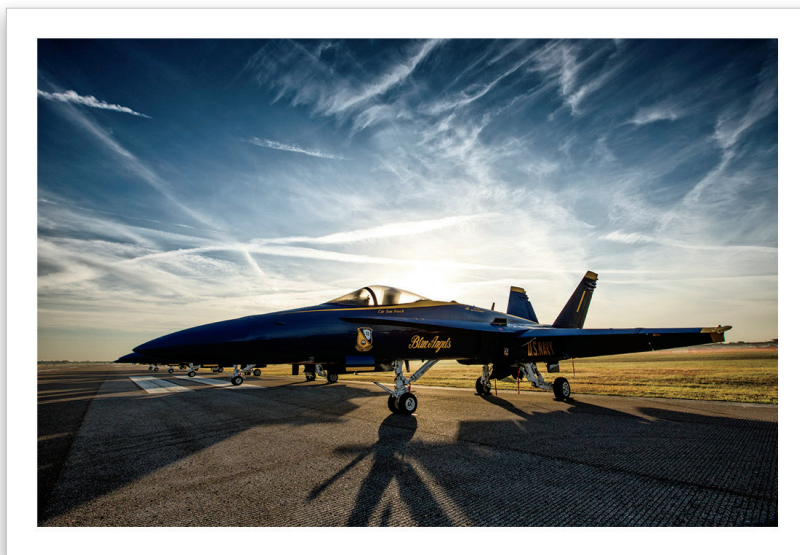
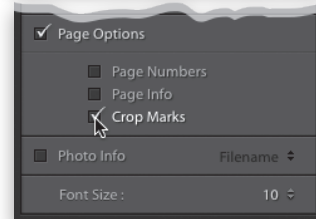
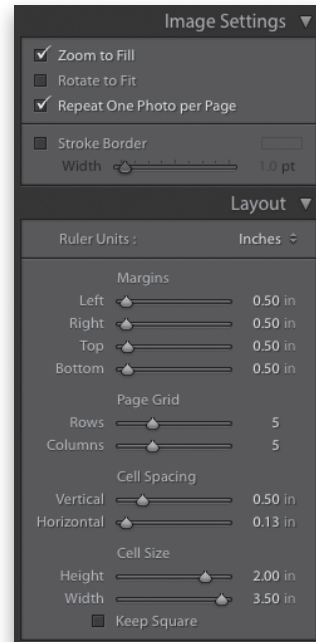
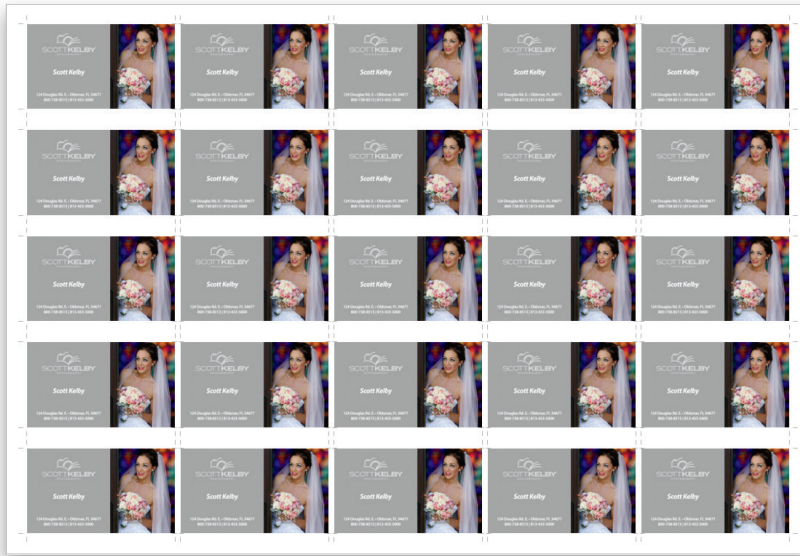
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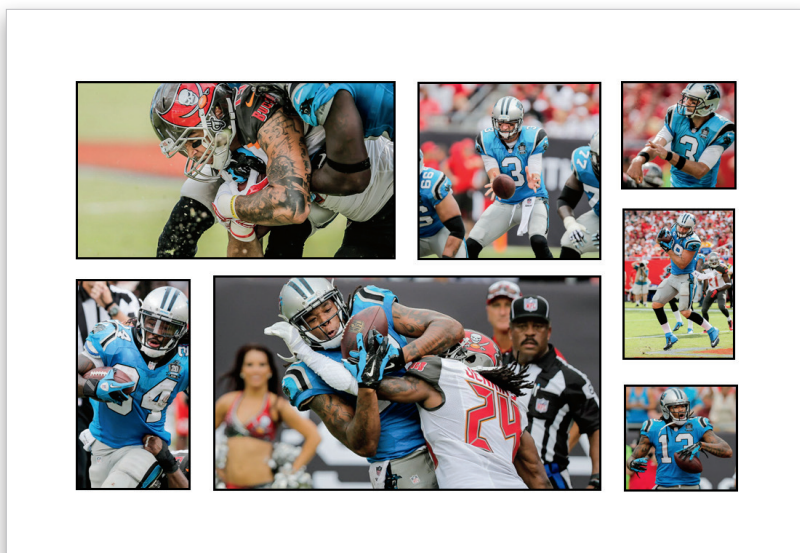
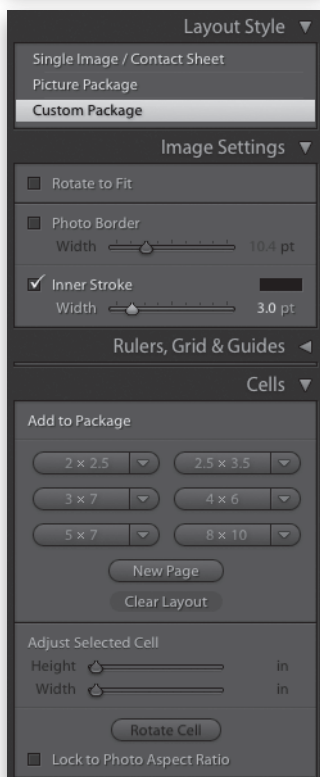
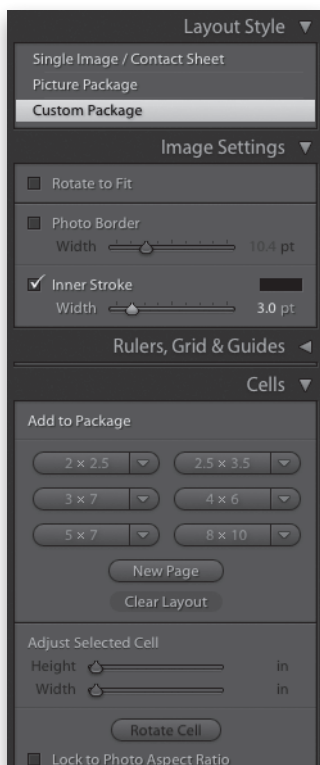
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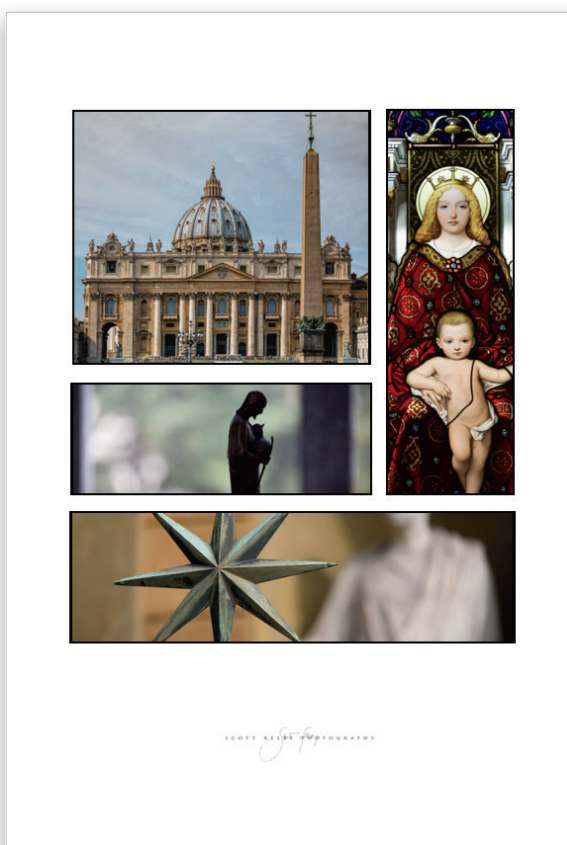
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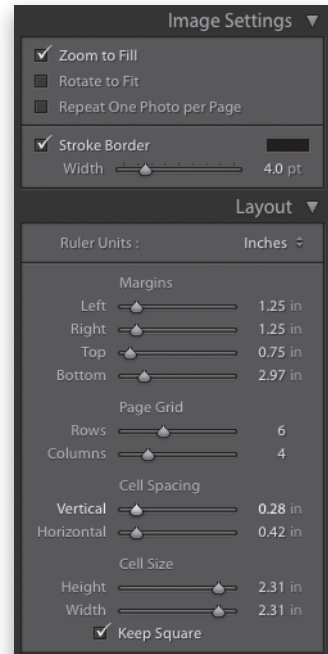
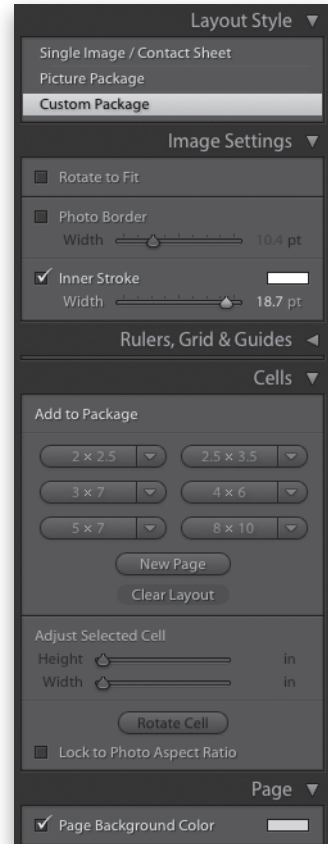
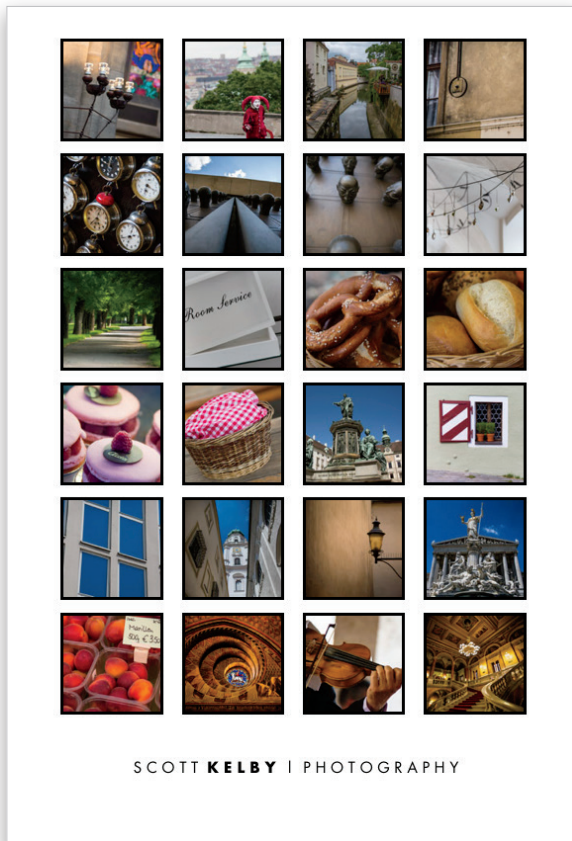
This is a do-it-yourself project, because you have to basically just start in the left-hand corner, create a series of 4x6 cells, and resize them one by one, until you have the layout you see here. That's the thing about using the Custom Package, it's up to you to create the custom layout yourself



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Set your Page Background Color to light gray, then create four 5x7 cells and position them 2 across and 2 down. Then, press-and-hold the Option (PC: Alt) key, and click-and-drag one of the cells to make a copy, which you position in the center, on top of the original four. Then, you turn on Inner Stroke and add about an 18-pt white stroke



**The last three layouts on these two pages were inspired by layouts used in the Mac OS X App Posterino*