



blurb

A BOOK MAKES
A WONDERFUL GIFT.
BUT A BOOK YOU'VE
MADE YOURSELF IS A
GIFT OF WONDER.





BLURB HOLIDAY GIFT GUIDE

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We are Blurb

We believe passionately in the joy of books—reading them, making them, sharing them, and selling them. That's why we developed a creative publishing platform simple and smart enough to help anyone set his or her book free—every blogger, cook, photographer, parent, traveler, poet, architect, business owner, you name it.

People all over the world use our publishing platform to create truly beautiful books. Not cookie-cutter, drag-and-drop photo scrapbooks, but gorgeous, creative, illustrated books. The Blurb Bookstore has over 221,000 titles for sale—everything from albums of fine photography to family cookbooks, children's books, fashion portfolios, and more. And that number is growing every day.

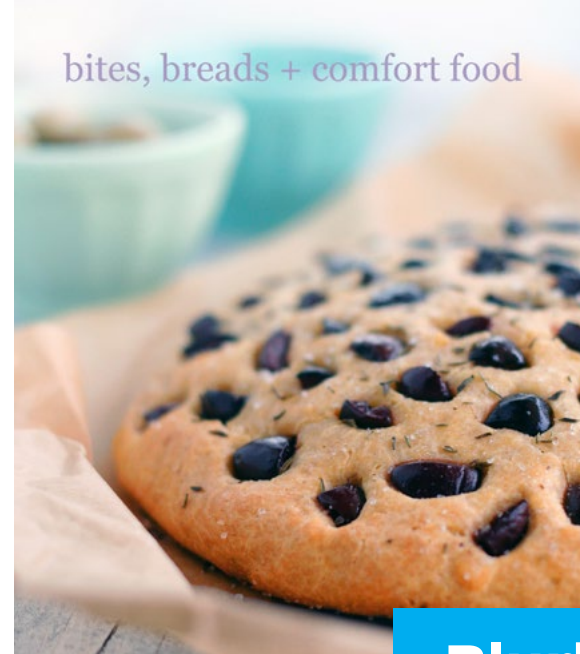
With the holiday season just around the corner, we want everyone to know that Blurb is the place where you can not only make a unique and amazing gift, but buy one as well.

Our story is one of creative empowerment, of interest to anyone with a story waiting to be told. This guide is designed to help you:

- Learn more about Blurb's creative publishing platform
- Explore some amazing books people have made (and are selling) with Blurb
- See what people are already saying about us

We're proud to share some of the incredible books our customers have made and the stories behind them.

bites, breads + comfort food



Gluten-Free Goddess by Karina Allrich

Karina Allrich began sharing her original gluten-free recipes on her food and recipe blog Gluten-Free Goddess® in late fall of 2005. She wanted to offer support and guidance to other gluten-free eaters and to prove gluten-free meals could be delicious. Although she had published a paperback cookbook years ago (now out of print), she realized that publishing had changed a lot since then. With over 400 recipes on her site, she gathered a collection of 45 of the most popular, and with the help of Blurb's BookSmart tool and some of her own fabulous food photography, the book was born. A bestseller in the Blurb Bookstore, Gluten-Free Goddess is a prime example of the power of self-publishing.

Blurb author spotlight

A to Z by Briana Loewinsohn

When Oakland, California teacher and artist Briana Loewinsohn was pregnant with her daughter, she did what many soon-to-be moms do and made something for her baby. But most moms don't have a background in comic books and illustration; Briana does. She thought that an original children's alphabet book would be both useful and fun to make. Usually, Briana doesn't plan out her comics, but for her book she thought of several possible ideas for each letter and did a practice sketch for each. She then made a grid, penciled in the work, and then water-colored and inked it. The result is a unique take on a classic idea, and one that more children than just baby Jane can enjoy. Briana's husband Steve, a professional photographer, was so inspired he created his own numbers poster. We can only hope that it too becomes a Blurb book soon.



Rouleaux by Anastassia Elias

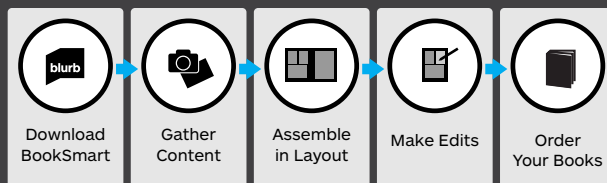
For French artist Anastassia Elias, all it took was seeing something in a new light—in her case, an empty toilet paper roll—to inspire a unique art form. Elias' 2009 revelation has now manifested itself in a truly amazing book. Getting her inspiration from film, travel, and everyday life, Elias crafts miniature figures from paper specifically chosen to match the material of the roll. Her Blurb book, *Rouleaux*, shows off this intricate work, where the inside of each roll becomes a tiny diorama and careful lighting turns each one into a dramatic shadow play.





Dan Milnor, Blurb Photographer at Large, knows a thing or two about making books. As of this writing, he's made 169 of them with Blurb. Most of Dan's books have been made with our flagship book-making tool, BookSmart. And there's a good reason for that: It's the most flexible, most intuitive, most robust book-making tool out there. We asked Dan to give us his take on how to use BookSmart to make a killer illustrated book.

How to make a Blurb gift book



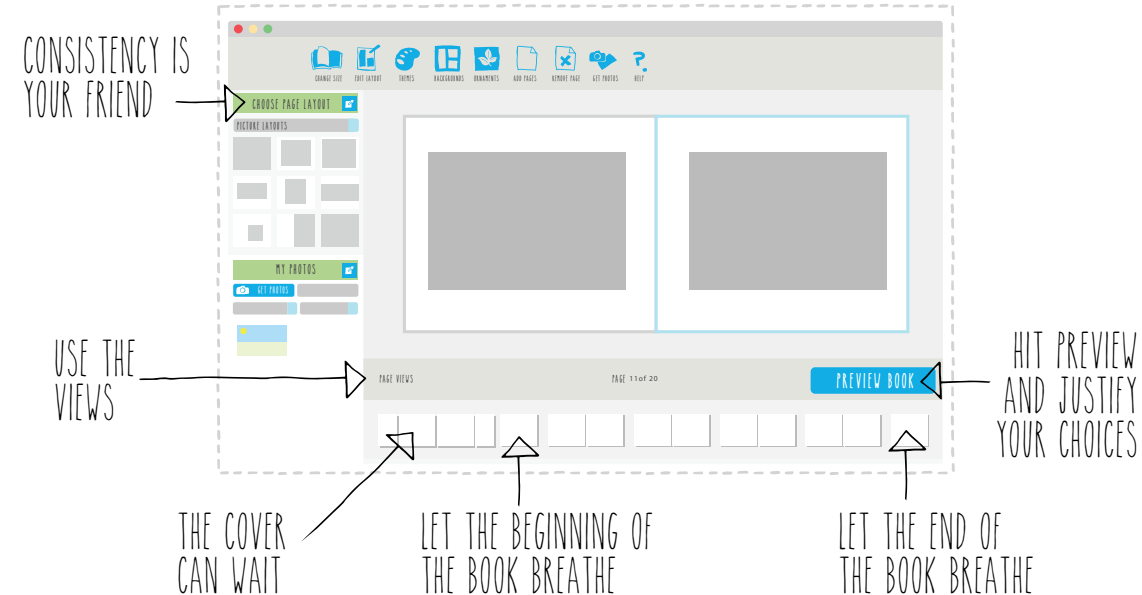
BookSmart: An insider's guide to making a great book

Before you start your book, there are four really important things to consider:

- Start with a great body of content. There is no substitute for quality content, whether it's photos, illustrations, text or whatever.
- Editing is an art form. When it comes to editing, the old cliché holds true: "Less is more."
- Sequencing can decide whether your book sails or fails. Sequencing is simply determining the order of your content, start to finish, front to back. Start strong, end strong, and remember, your cover image can make it or break it.
- Go look at books. For example, if you want to create a great photography book you MUST look at great photography books. Think about fonts, sizes, colors—and see what feels right for you and for your project.

Part One: Be prepared

- **Image is important.** Make no mistake: treat your images with respect, and prep them for print. Once I've made my selection of images, I make sure they are exactly the way I want them BEFORE I drag them into BookSmart. BookSmart works with JPG files in sRGB colorspace, so I also make sure my images live in sRGB. The software will make the conversion to sRGB for you if you forget, but I like to do it myself. Color management is important, and Blurb provides a wonderful tutorial section here: <http://www.blurb.com/color-management>
- **Get organized.** Decide what images you want to drag in first. If you are making a large book, or a book with a large number of images, you might consider dragging your images into BookSmart in sections or groups. For example, if I'm doing a book with three major chapters, or stories, I will drag ONE group of images at a time into BookSmart. When you have decided which images you need, drag them into the "My Photos" area of BookSmart" located on the lower left. At the top of the "My Photos" area is a custom filter drop down menu. I uncheck "Show Used Photos" which means every time I use an image in the book it disappears from the "My Photos" area, which I find makes it easier to see what images I have remaining.
- If your book has text content—even if it's just a collection of captions—create a single document with everything in it, sequenced in order of placement in your book. (Remember "important thing" number three I mentioned earlier?)



Part Two: Make your book

- **The cover can wait.** When I first began making Blurb books, I always designed the cover first. But I've learned that the best thing to do is to have a cover idea in mind, but design the rest of the book before completing the cover. I've also realized that my original ideas for the cover are often too literal or too easy, so I typically design three or four different covers, then live with them for a bit before making a final decision.
- **Take a deep breath.** Let the beginning of the book (or "front matter") breathe. Being a photographer, I used to start my book with images. But after studying a lot of illustrated books, I realized the beginning of the book needed to breathe. Title pages, half title pages, dedications, essays—all of these things can all help ease a reader into the project.
- **Consistency is your friend.** Be consistent with your templates. In the upper left hand side of BookSmart is the "Choose Page Layout" drop down menu. I rarely, if ever, make books where the template varies tremendously from page to page. Typically, I never use more than two different templates for an entire book. If I need or want something custom, I use the "Edit Layout" button at the top and design my own. Then I'll name that template and save it into "My Page Layouts" for future use.
- **Use the Views.** Take advantage of your "Page View" options. In the lower left area of BookSmart you will see a "Page Views" tab which provides three different options for viewing your book in progress. Typically, I use the middle option, which is the two-page spread. However, every few spreads I will toggle to the third view—or far right option—which allows me to see my entire book in spread form. Sometimes I THINK I know how the book feels, but after a

quick look in the full book view I realize I need to change the order of images or pages.

- **Take another deep breath.** Let the end of the book (or "back matter") breathe. Your book is a journey, so make sure you give the reader a chance to ease out of the project. Elements like an index, dedications, or a closing essay let you provide critical information and end the book definitively.
- **Justify.** Justify your choices. When I feel the book is "done" I hit the "Preview" button in the lower right side and I move through the book page-by-page, starting with the cover and back cover. I justify each and every image, illustration, and block of text in the book. Is it right? Does it belong? Do I really need it? Does it add to the story or is it a distraction?

Part Three: Publish. Celebrate. Repeat.

- **Check your spelling.** Run spell check. Let me repeat that: Run spell check.
- **Order up.** When the book is complete, edited, sequenced and ready to go, proceed to the order button located in the lower right section of BookSmart. Sign in and upload your book.
- **Share it, sell it.** After the book has finished uploading, I add all pertinent information such as tags, titles, and a brief description. I also turn on the Book Preview option and link my book out to all relevant social network options. You may not want to sell your book in the Blurb Bookstore, but it's easy to do so. And you get to keep 100% of the markup.
- **Have fun.** Above all else, making a book should be an enjoyable experience. So enjoy it. And get started on another book soon. Like anything, you'll get better with practice.

Gift book ideas

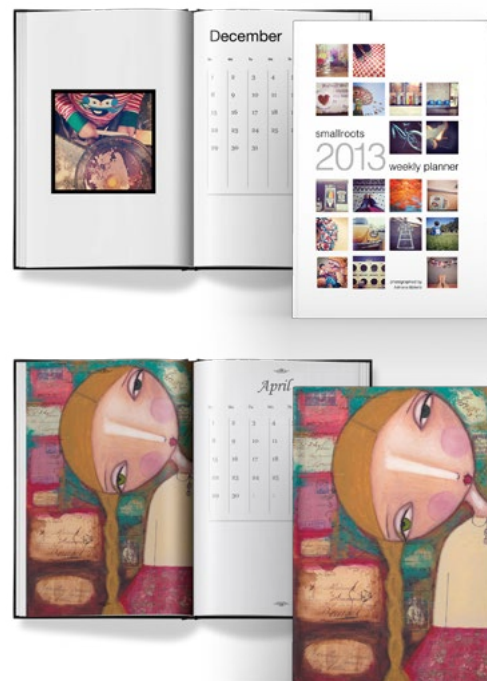
If there's one gift that exemplifies "thoughtful," it's a personalized book. From daily planners to photo books, Blurb gives you plenty of opportunities to be the most thoughtful person in your circle of family and friends when the holidays come around. Here are a few book types that make incredible gifts, along with some examples of each for inspiration. All of these books can be made with our free software, BookSmart.

Personalized illustrated planners

Our beautifully designed weekly planner templates (part of our free book-making software, BookSmart) let you create professional-looking planners with just a few clicks. (Okay, more than a few. But trust us, it's easy.)

Choose between trade (6 x 9 inch / 15 x 23 cm) or pocket (5 x 8 inch / 13 x 20 cm) size, and start and end your calendar at any month you like. You can include week, month, or year-at-a-glance pages, full-page photos, or lined pages for notes. You can even add details for birthdays, anniversaries, or other milestones.

Once you order, you'll receive your planner in 7 to 10 days. Starting at just \$20.67, £13.11, 16,97 €, this is one gift you should plan on giving this year.



Personalized illustrated notebooks

If there's one gift that's tailor-made for everyone, it's a blank notebook. Because no matter what someone's interests may be, a book of blank pages is an open invitation to create. Stories, doodles, sketches, lists—the only limitation is the imagination.

Our notebook templates (again, in BookSmart) let you create books of up to 440 lined or unlined pages. You can add photos or illustrations wherever you feel like it, so you can either make the notebook all about the recipient—or all about you, to remind them just how amazing you are.

Available in softcover or hardcover in trade size (6 x 9 inch / 15 x 23 cm), Blurb notebooks start at just \$17.59, £11.39, 14,69 €.



Family photo books

So you've taken almost a year's worth of photos. Vacations, school activities, sporting events, maybe even a family reunion (or at least a couple of good nuclear family outings). You've already done the lion's share of the work on the way to the perfect personalized holiday gift.

Blurb family photo books give you a wide range of creative choices: Three cover options, five paper types, five book sizes, and an infinite number of possibilities for how you show off your flesh and blood. If you want to see someone cry during the holidays (in a good way), give them a gift nobody else could give.

Blurb family photo books start at just \$12.99, £8.99, 12,99 €.



Food



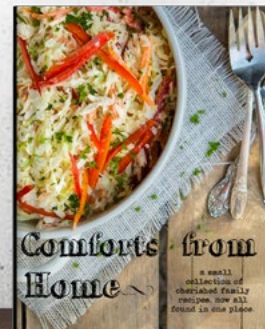
3p.m. Breaks
by Alynn Teo
\$31.96, £20.27, 26,98 €



Junkfood
by Stacy Newgent
\$26.79, £18.07, 23,35 €



The Story of Eat Retreat
by Laura Brunow Miner
\$44.95, £28.02, 37,76 €



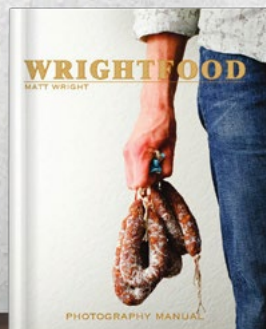
Comforts From Home
by Rachel Martin
\$36.39, £23.85, 30,27 €



Addictions
by Meagan Klementowski
\$30.00, £19.87, 26,94 €



My Family & Food
by Laura Holmes
\$60.59, £38.18, 48,21 €



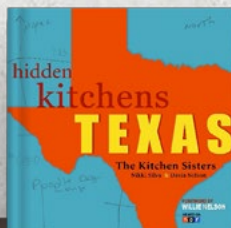
WRIGHTFOOD
by Matt Wright
\$48.41, £30.19, 40,14 €



Polska Kuchnia
by Anna Pabian
\$87.17, £58.39, 69,87 €



Of Rice
by Jessie Ning
\$60.04, £38.64, 46,32 €



Hidden Kitchens Texas
by The Kitchen Sisters, Nikki Silva
and Davia Nelson, with foreword
by Willie Nelson
\$31.95, £21.39, 27,15 €



Memories from the Kitchen
by LeAnn Bennett
\$59.34, £39.13, 49,12 €



Mason Jar Cocktails
by Rob Krass
\$7.99, £5.58, 6,78 €



WRIGHTFOOD

What's the secret to great food photography? If you think it involves glazes and artificial ingredients (or the flash on your iPhone), food photographer Matt Wright would like to have a word with you. In this fully illustrated book, Wright gives real-world examples of meals he has photographed, along with detailed information on the lighting setup, composition and production work of every single photo. Yet, through it all, his message is refreshingly modest: keep it simple, keep it natural. All profits from the sale of this book go to charities to help the relief effort in Japan.



Comforts From Home

Rachel Martin has dreamed of writing her own cookbook since she was a child. So fittingly, her cookbook, Comforts from Home, is a mix of recipe book and family stories. The book exudes an inviting and cozy warmth as dog-eared recipe cards sit alongside fading family photos and some of the best food photography you've seen. Employing a rustically organic look-and-feel, and recipes that wouldn't be out of place in your favorite comfort-food establishment—Shugie's Cincinnati Chili will set your mouth on fire while Aunt Ruth's Butterscotch pie will send you happily on your way to bed—Martin takes us from appetizer to desert just as she takes us from generation to generation.

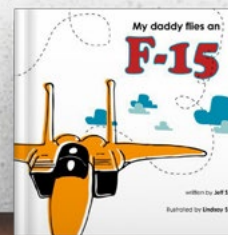
Children



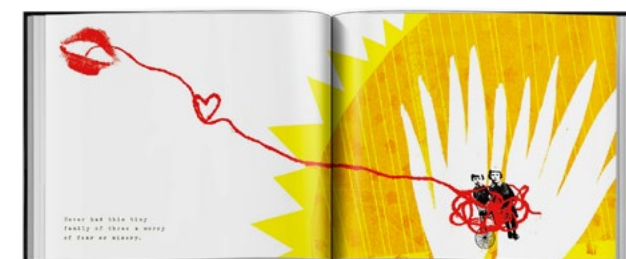
The Babes in the Wood
by Lucy Howarth / Randolph
Caldecott
\$62.11, £40.87, 51,38 €



Rumpelstiltskin
by Laura Foster
\$79.30, £53.19, 66,97 €

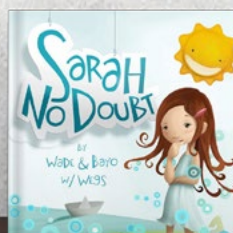


My Daddy Flies an F-15
by Jeff Smith
\$29.95, £17.83, 23,38 €

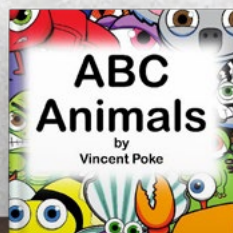


The Babes in the Wood

The Babes in the Wood is a remarkable book from illustrator Lucy Howarth, adapted from a story by Randolph Caldecott. Yes, the guy they named the award after. Howarth, a young British graphic designer, utilizes strong, graphical collage elements to advance the wicked-step-parent story. The result is alternately light and dark, pop and expressionist, with a strong kinetic feel. It'll delight adults with keen graphic design skills, and provide classic-fairy-tale chills for the younger set.



Sarah No Doubt
by Wade & Bayo w/Wegs
\$25.95, £16.19, 21,30 €



ABC Animals
by Vincent Poke
\$20.39, £13.81, 18,78 €



Life Under a Rain Cloud
by Curtis Elliott
\$17.74, £12.24, 16,58 €

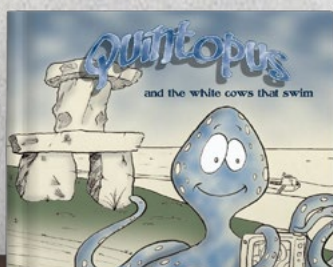


An Ornamented Alphabet
by Sophie Hardwicke
\$15.82, £10.79, 14,56 €



Sarah No Doubt

Sarah No Doubt is the story of a young girl's quest to know where the sun goes at night. Her question takes her on an imaginative ride through the possibilities, all the while coming up against adults too busy to explain. Written by Wade Alger and Jim Wegerbaur, and wonderfully illustrated by an artist known as "Bayo," Sarah No Doubt is an empowering story for young girls—or any budding scientist regardless of age or gender.



Quintopus
by Rod Salm
\$21.99, £15.19, 19,99 €



Who are you going to be today Olive?
by Marisa Haedike
\$26.79, £17.51, 23,42 €



The Joys of Christmas
by Tia Lambert
\$22.39, £15.43, 20,27 €

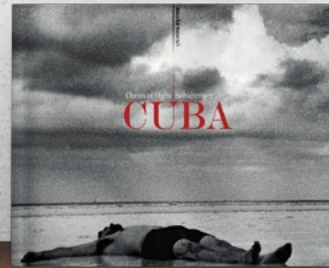


You Can Do What a Toucan Can Do Too!
by Jerry Tanner & Kevin Grossman
\$32.79, £21.05, 28,55 €

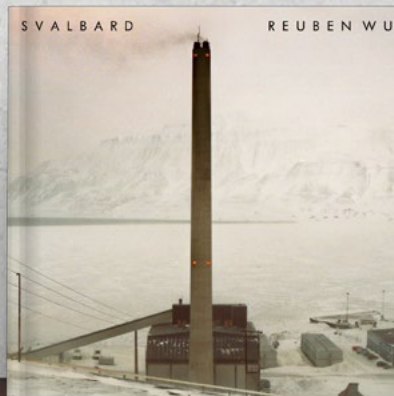
Travel



The Road to Reno
by Turner Johnson
\$87.55, £57.10, 68,34 €



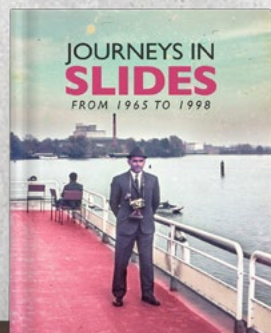
Ocean of Sighs - Cuba
by Zoltán Vancsó
\$53.94, £37.03, 43,06 €



Svalbard
by Reuben Wu
\$86.79, £57.19, 68,63 €



100 Los Angeles Attractions
by Crash Los Angeles
\$48.19, £31.02, 39.43 €



Journeys in Slides
by Jaydeep Reddy
\$87.34, £57.44, 69,47 €



My Japan
by My Japan
\$37.95, £25.05, 31.95 €



Bishnois
by Franck Vogel
\$319.75, £204.84, 250.00 €



Journeys In Slides

Author Jaydeep Reddy yearned to share his grandfather's stories with his family, but they were in slide form and his grandfather's projector had shut down. His children, nieces and nephews (now in their 50s) dreaded his 3 hour-long slide shows when they were kids. Reddy started scanning his grandfather's slide a few years ago, but even digitized, his family wasn't interested. Reddy found that showcasing his grandfather's slides in book form was the perfect medium to immortalize his grandfather. "I am confident now because of the books, he will never be forgotten," Reddy said.



Bishnois

For over five centuries, men and women living in the Thar desert in Rajasthan, India, have been willing to give their lives to protect wild animals and trees, living with them in total harmony after considering them as members of their family. Recognized as the world first ecologists, the Bishnois, which means 29 in the local language, are following the 29 rules established in 1485 AD by guru Jambheshwar. This followed an apocalyptic environmental vision that showed mankind slowly digging its own grave. Many individuals, from various casts, have joined this movement. Today over 600,000 Bishnois are fighting to preserve nature and wildlife in the Thar desert.

Fashion



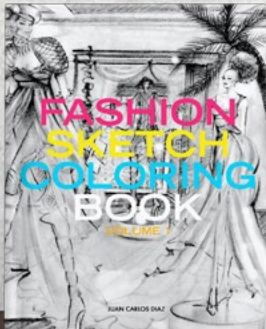
It's My Self Camera Love
by Aaron Anfinson and Nadia Anfinson
\$29.39, £19.02, 26,49 €



Michael Creagh Editorial Stories
by Michael Creagh
\$123.99, £80.09, 97,43 €



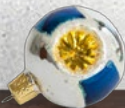
Fashion Week at Bryant Park
by Malcolm Brown
\$28.39, £19.03, 24,47 €



Fashion Sketch Coloring Book
by Juan Carlos Diaz
\$67.94, £43.85, 54,38 €



Staring Fashion in the Face
by Kai Narin
\$149.24, £97.49, 116,29 €



Music Life Style
by Humphrey Photographer
\$35.53, £23.13, 31,12 €



S/S - A/W - New York Fashion Week
by Shawn Brackbill
\$42.94, £28.70, 35,58 €



Keep On Rocking
by Darren Martin Photography
\$52.72, £33.73, 42,40 €



Alice + Olivia
by Kimberly Poirier
\$36.79, £24.17, 31,35 €



Michael Creagh Editorial Stories

New York-based photographer Michael Creagh created this portfolio comprised of his favorite stories from his creative catalog work with Susana Monaco, several magazine editorials, and his London art exhibition with Vault49. It is divided into 18 separate photo series. Many of the stories are photographed in studio with strong lighting that compliment the fashion surrounding it. This book includes Creagh's winning entries in the 2008 & 2009 International Photography Awards, Black and White Spider Awards (London) and the Prix de la Photographie Paris Awards.



Staring Fashion in the Face

Staring Fashion In the Face goes behind the scenes at London Fashion Week. The book highlights the atmosphere and energy backstage, on the catwalks, and on the streets of London. Author Kai Cem Narin studied at Nottingham Trent University in England and his career path has followed his passions for fashion and photography.

Trends



Adelap. Dedans/Dehors
by Adelap
\$91.46, £60.45, 67,53 €



The Icons of Lodown Magazine
by Lodown Magazine
\$11.99, £7.87, 8,71 €



Around the World with a Toy Camera
by Giorgio Giussani
\$69.74, £43.90, 56,20 €



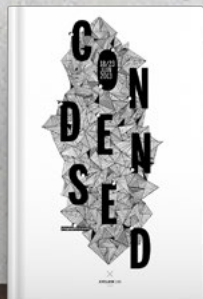
Refueled Issue No.09
by Chris Brown
\$60.62, £39.78, 48,67 €



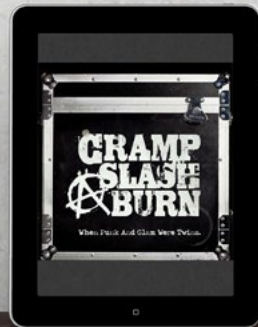
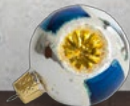
Print Shift
by Dezeen
\$16.39, £8.95, 10,71 €



360 Magazine Vol. 10
by 360 Magazine
\$25.99, £16.99, 16,47 €



Condensed
by Atelier 130
\$7.74, £5.24, 5,66 €



Cramp Slash & Burn
by John Scarpati
(ebook) \$19.99, £12.29, 15,99 €



CITY: A Photography Retrospective
by PLANETFAB, Fabrice Frere
\$83.95, £54.96, 66,83 €



Around the World with a Toy Camera

The idea for this book came quite randomly to author Giorgio Giussani. He is passionate about film photography with old Russian cameras. Giussani and his friend put together a collection of books about their trips around the world. This first in a series is about the street art scene in London. They are currently working on the next book, which will be about their experience on the trans-Siberian railway.



Refueled Issue No.09

Refueled writer and designer Chris Brown says his small personal circle of friends consist of artists, designers, makers, musicians, hoteliers, publishers, photographers, bikers, hotrodders, surfers and adventurers, so he never has to go far for inspiration. Brown said Refueled's mission is pretty simple – to explore and share the American dream and the people, ideas and things he finds inspiring. Every issue of Refueled Magazine is like a entry out of his personal journal. Refueled represents a vibe – an American spirit.

Interiors



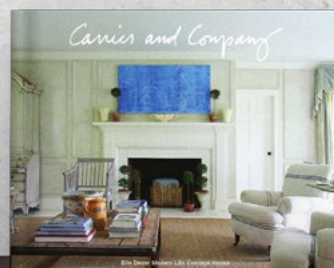
Lori Andrews Interiors
by Lori Andrews
\$91.36, £60.91, 74,04 €



Sara Story Design
by ELLEDECOR
\$27.19, £18.31, 23,63 €



The Modern Life Concept House - New York City
by Elizabeth Martin
\$22.94, £16.55, 21,38 €



Carrier and Company
by Carrier and Company
\$49.11, £31.67, 42,66 €



Your Inspection Welcome
by Jo-ann Fortune & Mat Keller
\$44.50, £27.79, 37,19 €



The Decorated Tree
by Darryl Moland
\$15.99, £9.20, 11,29 €



High Design, Low Impact
by Steve Glenn
(enhanced ebook) Free



Lori Andrew Interiors

A self-described “insanely happy” designer, Lori Andrews brings her chic and clean design aesthetic into 75 pages of non-pretentious interiors. With equal parts mid-century modern, rustic finish, and wonder-inducing touches, it's an ideas book for the eclectic decorator. A sock-monkey portrait above the bed? A bird on the nightstand? A child's truck in the shag carpet? These are the things that make Andrews's designs inspiring, approachable, and insanely happy.



Sara Story Design

Stuck on what to do with your space? Ask Sara Story. Story is a New-York-based designer whose life and travels have cultivated the chic, urbane, and comfortable aesthetic she imparts through her work. Drawing inspiration from her extensive travels, an active interest in contemporary art and fashion, and a rigorous lifestyle, Sara wields a keen eye to exact her aesthetic vision. Sara Story Design is both a portfolio of the designer's best work and a book of design inspiration.

Gardening



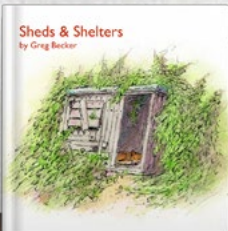
FlowerLove
by Yana Mikho-Misho
\$21.09, £14.22, €19,30

Garden Poetry
by Nancy Coleman
\$109.22, £71.27, €85,25

People's Park
by Kurt Tong
\$103.76, £67.85, €82,20

FlowerLove

Where do you find love? For some, like photographer Yana Mikho-Misho, it seems to be everywhere. Mikho-Misho's book, Flower Love, is composed of Instagram photos of the word "love" spelled out in leftovers from the natural world. Flower petals, grass, ferns—even a butterfly—form the loops and lines of letters. It's amazingly inventive, as each page reveals a startlingly new arrangement. Perfect inspiration for the Instagrammer in your life.



In the Garden
by Beth Dow
\$73.19, £48.49, 60, 87 €

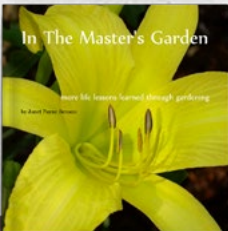
Sheds & Shelters
by Greg Becker
\$12.58, £8.95, 12,25 €

In the Garden of Nostalgia
by Viktor Zyryanov
\$114.22, £74.32, 89,25 €



People's Park

People's Park, by Hong Kong-born photographer Kurt Tong, explores recreational spaces found in China. In 1958, at the beginning of 'The Great Leap Forward,' when private ownership was banned, many existing parks in China were renovated and new parks were built all across China for the people, renamed People's Parks. Over the years, they became main focal points of the cities, where families have their outings and couples meet. People's Park explores this unique urban institution through Tong's award-winning photography.



To Mom with Love
by Brigitte Starr
\$17.99, £12.29, 16,74 €

In The Master's Garden
by Janet Payne Benson
\$19.29, £13.19, 18.02 €

Susan Cohan Gardens
by Susan Cohan
\$45.21, £28.29, 38,45 €

Wedding



A Wedding Guide
by Pictoria Press
\$21.49, £13.65, 14,97 €



Ten Easy Steps to Creating Your Own Wedding Book
by Jane Legate
\$41.95, £26.19, 35,36 €



Recycle My Dress
by Nicole Kulp
\$35.69, £22.96, 31,79 €



The Wedding Planner
by Nicole Nash-Arnold
\$48.86, £32.14, 43,63 €



Vintage Wedding Style
by Bella Pringle
(ebook) \$8.99, £5.48, 7,19 €



Ten Easy Steps to Creating Your Own Wedding Book

Wedding photographer Jane Legate shows you how to select and improve your wedding pictures, choose layouts and typefaces, use color in borders and backgrounds - in short, everything you need to create the perfect wedding memento. This book will explain how great your wedding album can be by gathering wedding pictures from your friends and family as well as from a professional photographer. It's a do-it-yourself guide to creating a beautiful and inexpensive wedding book.



A Wedding Guide

Have photo anxiety for your big day? "A Wedding Guide" by Pictoria Press, is the perfect primer for getting you and your wedding photo-ready. This brief guide covers how to pick your photographer and how to stage your wedding for maximum photo opportunities, so you're sure to get the wedding photo book you want.



Andy & Beni 2012
by Benita Chan
\$35.19, £23.11, 29,23 €



Your Wedding Handbook
by Sarah Ritchie
\$21.49, £14.74, €20,08 €



blurb

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Blurb was founded by Eileen Gittins in 2005, and employs a team of design, Internet, and media veterans who share a passion for helping people bring their stories to life. In 2012, Blurb shipped over 1.4 million books to people in over 75 countries. Blurb is based in San Francisco with offices in London. For more info, visit www.blurb.com.



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Whatever kind of book-maker you are—or are yet to become—we imagine this guide has provoked a light-blub moment, or two (or three, or four), and you're already thinking about your next (or first) book project.

In the spirit of the holiday season we feel it's only right to offer a little helping hand—simply enter the code **GIFTGUIDE** at checkout to save 15% on your order*.

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