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Lulu cover wizard

I'm releasing a short story book for a moment. [Edit: I just did. Go here to check it out.] The first thought was to pull together a bunch of stories I had published elsewhere, and do a nice little 99 cent download on Kindle. And I want to make it a free download on Kindle, but you can only do it if you're a publisher, and even if Bowker thinks I'm a publisher, Amazon doesn't. Fair enough. But I also have this strange affinity for dead trees, and I measure my success as a writer with the number of books on the Konrath shelf in my library, so I wanted a different volume in there. Also enough luddite contrarians have bitched about my latest eBook release as I thought I was going to throw you all a leg and make a printed version, too. So I just switched to using Lightning Source for print-on-demand. But it costs money in setup fees and I didn't want to pay a ton upfront and then have to use the next three months hustling copies to break even, especially if the paper edition wasn't my goal in the first place. So I decided to go back to lulu for this one. And I forgot how much I hate lulu. Here's a list of the various annoyances I'd put this together: First of all, Lulu's website sucks. It took me about 20,000 clicks to find out how their ISBN/distribution options worked, and each side load takes as much time as it took me to download those Cindy Crawford Playboy GIFs back in 1996 on my 14.4Kbps modem. They could solve all this with one-two punch of any content delivery network like Akamai and a real CMS like Jive. But they won't. It's always the decision between a one-piece and a three-piece cover. Their new three-part cover wizard is rubbish, but they are honest enough to almost cop to this and give you the opportunity to use their old wizard. With it, you can simply upload PNGs of the front and back cover and be done with it. What you can't do is upload an image of your spine, which means you're stuck with the fonts on your spine, and you can't do anything like put the publisher logo on there. I understand that, the spine thickness varies, but you know the number of pages and thickness, so why not just tell me, upload an image that is x of y pixels and how do you do it? So I decided to do a one-piece cover, which I've never done before with Lulu. If you do a three-piece cover, they give you templates for the front and back, and they have guides for bleeding and trim and usable space and all that jazz. If you make a two-part cover, they give you vague instructions on which pixel rows and columns they are. So yes, I took 9. There are two fundamental changes in this book above I've done on Lulu: I use Scrivener for the source, and I make a wallet, which is an oddball size, or at least not 6x9. And I struggled with how to get this posted correctly. I normally would use FrameMaker to belt out a 6x9 book, and maybe export Scrivener to RTF and paste it and go. So I designed a 4.25 x 6.88 book in Frame, but couldn't figure out a way to get Scrivener-generated RTF into frame without losing all character-level markup, as italic and bold. The problem is that Scrivener doesn't export these as character styles, they do so as the font property changes. So when I exported, pasted, and changed the fonts, I lost all the character. That means I won't even say it... I ended up using Word to post the inside of the book. Word is not a publishing platform, something longer and more complicated than a shopping list in Word quickly becomes a world of damage. But lulu has a template for Word for their pocket book format, so after some gymnastics with pasting Scrivener RTF into a third Word document to turn it down and strip out half of the writings, I got it into Word. I then spent the next seven hours figuring out how the hell to get page numbering and section breaks and paragraph styles and everything else to behave. There is also this problem that Mac-produced PDF may or may not work with Lulu. Of course, there is no information about this on the Lulu site, or if it is, it is buried and mixed with outdated information from 2004. You can do a google search on it, but the best hits are the wives' stories from half a decade ago, and very little solid information. Your Mac uses Quartz to produce PDF originally, not Acrobat. So it can embed fonts correctly, it can't. And I use a strange font for headlines, so it's a big deal for me. A website asked me to download the actual large great Acrobat browser from Adobe, uncheck the Use local fonts option, and see if all my special fonts suddenly looked like Klingon. They didn't. However, and this is much worse, I had to install an Adobe product on my system. This means that even if I checked the box that said DO NOT INSTALL THIS SHIT IN MY BROWSER YOU DOUCHEBAG, the next time I opened up a PDF in Safari, put it in a long Adobe minute, churned and beachballed, and I got the ugly Adobe bar and crap display. And of course, now every time I get up from my computer to get a drink of water and come back, there's a notification on my screen asking if I want to install the latest Acrobat update. Okay, so now I have a one-piece cover and a PDF. I go to lulu, upload everything, and step one of the wizard says do you want an ISBN? you can completely add it later if you want. And I say no, add it later. Beginner error. I shit in, and then order an proof copy. \$7.50 for a 150 page book; it would have been \$2.85 to order it at Lightning Source. But Lightning Source has the setup fees. And they don't have the amazing tire wizard I avoided like the plague. The worst part is \$3.99 shipping on a \$7.50 book for slow-boat-to-China USPS shipping. Amazon Prime has spoiled me. So then I decide to add that ISBN as I mentioned. One click made, right? No. There is no alternative. There is no help. There's nothing and I say eventually just fuck it and delete the whole thing and start over to see why it won't let me add it. It turns out that if you do a one-piece cover, you need to select that ISBN option, download a barcode and add it to your cover; it will only add the barcode if you did the cover with the wizard. All right, I'll download it and add it. I'm downloading the PDF to the barcode block. Lulu insists on 300 dpi covers, which are pairs for the course, but this PDF is 72 dpi. If you import it into a bitmap editor like Pixelmator and jack it up to 300 dpi, it becomes completely unclear. I thought about just leaving it that way because, seriously, every brick-and-mortar bookstore with a scanner is going to be out of service when I get to step 5 of the wizard. But I play fine and spend an hour fucking with this thing until I realize that GIMP handles the EPS native and let me easily inflate the size without distortion. I think Photoshop does too, but until one of you friends of mine with an educational discount sends me a \$5 copy of CS5 for Mac in exchange for a bunch of books in trade (hint), I don't have Photoshop. Click, click, click, and we'll get to prices. Um. To make a long story short, I had to price the book at \$12.49 retail so Lulu could pay Amazon tax, and then put a 30% discount on Lulu. That means if you buy the book at Lulu (which no one ever does, because of their shipping, and it involves three clicks instead of one), it's \$8.74. On Amazon, \$12.49. At kindle, \$0.99. BUT WHAT IF YOU DON'T LIGHT THE BATH? WHAT IF YOU WANT TO BUY A USED COPY OF A BOOK? WHAT IF BLAH BLAH DRM GEORGE ORWELL AMAZON JS HITLER GLGLGLGLGLGLGL. I then had to order another proof, then another \$11.49 there. Okay, end of party. More details about the book when I get a proof in pony express mail, which will be in 5-244 days. [Note: The book is finished. It's called A Fistful of Pizza, so go read about it and check it out!] I just finished doing another Lulu gift book, so I better add this before I forget how to do it (again). Same warnings as in the first post: If you privately create on Lulu (using the private option), it does not affect your first publishing rights; you have not made the book if you publicly create the book so that people can buy it Lulu.com, it affects your first rights, and you have self-proclaimed the book. This is NOT a guide for self-publishing the book, but to get private copies ONLY. I guess you've read part 1, on getting the rest of the book set up, and all you have left to do is the cover. — You can use the lulu cover wizard. If so, have fun; I got frustrated with it and decided not to use it. Likewise the old tire designer. Instead, what I use is the advanced one-piece cover design, which you can reach by clicking on a link near the top of the cover. You need to set up the interior book file before you make one cover, because you want Lulu to calculate the size of the spine for you. Remember: The file must be PDF, JPG, GIF or PNG. You can start with whatever you want, but it has to end up like this. Some applications that you use (like PowerPoint, which I go through here) will not save the image in 300 dots per inch (DPI). This means that when you upload the non-300 dpi file, Lulu will tell you that you have uploaded an incorrect size file. If a white appears on the front preview of the Upload One Shared Cover Screen, the white one came from the original file and you need to trim it off manually. Step: I guess you're using photos that you own or have permission to use, that you have PowerPoint and Paint, and are using Office 2007. Save your file! Often! Open Lulu and complete all the steps for the project up to the cover file. Go to the advanced tyre designer in one piece. You should see upload your one-piece cover at the top of the page. Open PowerPoint. Remove any existing boxes or things from the new PP file. Go to the Page Setup dialog (design | Page setup). Configure the page size to match the cover size as listed on the Upload One Piece page. This means whole, wraparound cover. Not the paper size. On the Total Cover Width bullet in Lulu, find the size of the cover, in inches. In the Page Setup pop-up window, type it in the PP and click OK. Insert a rectangle (Insert a | Shapes). Right-click the rectangle and select Size & Position from the drop-down menu. Enter lulu and get the number, in inches, from the Spine begins bullet. In PP, enter the height of the book (from the Total Cover Width point in Lulu) and the distance from the left side to the spine (from the spine starts to cool in Lulu) in the height and width fields in the pop-up window Size and Position and click Close. Move the rectangle to the upper-left corner, it should attach in place and cover the entire left side of the PP slide. Right-click the rectangle and select Format Shape from the drop-down menu. Select the Fill item and change the fill to No Fill. Select the line style item and change the width to 0.25, and click Close. Press CTRL-C to copy the rectangle. Press Ctrl-V to paste a copy of the rectangle. Drag the copied rectangle to the corner; it should attach to place and cover the entire side of the PP slide. The gap between the two rectangles is your book spine. Insert a text box (Insert | Text box) near the spine. Type the name of the title, press tab, and type your name. Select the text box so that you can edit the box designer. Change the text direction so that the letters go from top to bottom (Home | Text direction | Rotate all text 90 degrees). Move the text box so that the upper-left corner of the box is in the upper-left corner of the text area. Resize the box so that it extends to the bottom of the book. Resize the box to fit the width of the spine. You may have problems with this. In this case, right-click the text box, choose Format Text Box from the drop-down menu, select the Text Box item, and then choose Do Not AutoFit from the AutoFit menu. Whether you're having problems or not, right-click the text box, select Format Text Box from the drop-down menu, select the text box item, and change horizontal alignment to center. Click Close. This will align the text in the center of the spine, no matter what you do with it. Make sure the rulers are visible (Show | Ruler). Set the tabs for the spine. First, move the edges of the printable areas of the spine closer to the center of the book by 1/2 inch. This is because the cover you are designing will be larger than the cover you can print. You need to leave a blank but colored area all the way around the book. Lulu doesn't say how much that area is, but I guess it's about 1/4 inch. So indent your outside tabs about 1/2 inches, because you don't want the edges of your letters at the very ends of your book. On the up-and-down ruler on the left, there is a gray icon that looks like an hourglass with an extra box under it. Pull it 1/2-inch down. Above the up-and-down ruler on the left, there is a small box with an L in it. Click this box until a backward L appears. Click on the ruler about 1/2 inch from the bottom edge. An L should appear in the ruler, and your name should jump down so that the end of your name is on the L mark. Insert the graphics as desired (remember that about 1/4 will be chopped off around the edges). Again, this is believed that you are making a gift book and do not have to worry about ISBN or back cover information. If the graphic doesn't cover the entire slide, change the background and/or fill to a solid color. Insert the title and name of the cover page into text boxes or by using Word Art. Walk about 3 meters away and squint. If you can't read your title or name, change the font to make it stand out more or change the graphic so it's not that busy. Once you have the cover the way you want, select each of the rectangle shapes in turn and remove the borders (Right-click, Format Shape, | Line color | No line). The location of a book cover on a book is apparently apparent an exact science, and some lines are responsible for being just a little bit off, so don't put big boundaries around the edges. (Look at the books on your shelves. No boundaries, for the most part; if it is, as on the idiot's guides, they are fat limits. That's why.) The boundaries were just there as guidelines. Save the file. Save the file as a .jpg (Office | Save as | Save as type | JPEG). Select Current Slide only if prompted. Go to the file location of the .jpg file, right-click it, and select Open with | Paint. Click the Resize button. The Resize and Bias button should appear. Select the Pixels button. Go to Lulu and find the tire measurement in Pixels. PP does not save in 300 dpi, as mentioned above. What you do will make the resolution of your photos worse. (Don't like it, invest in Photoshop or InDesign or whatever. This is where there is a will there's a way method). In the Paint Resize and Bias window, enter the measurement in pixels. Click OK. Save the file to Paint. In Lulu, click the Select File button, select the updated .jpg file, and click Open. In Lulu, click the Upload button. If all went well, you should see a picture of your cover with a green edge on it. Everything covered by the green border (approx.) will be cut off. This is to ensure that the cover does not have strange white edges on it where the printer and cutter shifted slightly. It's standard, so get used to it. If something important will be chopped off, return to the PP file and update the cover, and then redo the steps from there. If you receive an error message that the file is the wrong size, review the steps above, especially the section using Paint. If there are spaces around the image, the paper size is the wrong size in pp; return to that step. At this point, make sure you see the print-ready previews of the cover and interior, making any corrections necessary. Order your book. I hope this helps. Helps.

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