

Ten Golden Rules

to excellent photo books design

RULE #1

Never forget the basics: a photo book has two defining qualities.

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A: it is a book

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A: it is a book

B: it is full of photographs

RULE #2

When you start designing,
don't listen to the photographer.

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don't listen to the photographer.
Listen to the photo's.

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When you start designing,
don't listen to the photographer.
Listen to the photo's.
Then to the photographer.

RULE #3

Design with your heart.

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Design with your heart.
Check with your head.

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Design with your heart.

Check with your head.

Or the other way around.

RULE #4

A book is not an exhibition.

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A page is not a wall.

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A book has specific physical
qualities you have to use.

RULE #5

‘Time’ and therefore ‘timing’ are defining factors of a book. Because of the turning of the pages, books become almost inevitably narratives. Stories.

RULE #6

A good edit is key.

A good edit is essential.

A good edit is crucial.

A good edit is vital.

A good edit is fundamental.

A good edit is critical.

Etc.

RULE #7

Designing a photo book is often a matter of problem solving.

Don't just solve the problems.

Try to make your solutions the backbone of your “narrative”.

RULE #8

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It can be a massacre (trust me).

RULE #9

Designing a photo book is not about showing off your graphic design skills.

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Designing a photo book is not about showing off your graphic design skills.

It is about your ability to bring out the photo's full potential.

start over