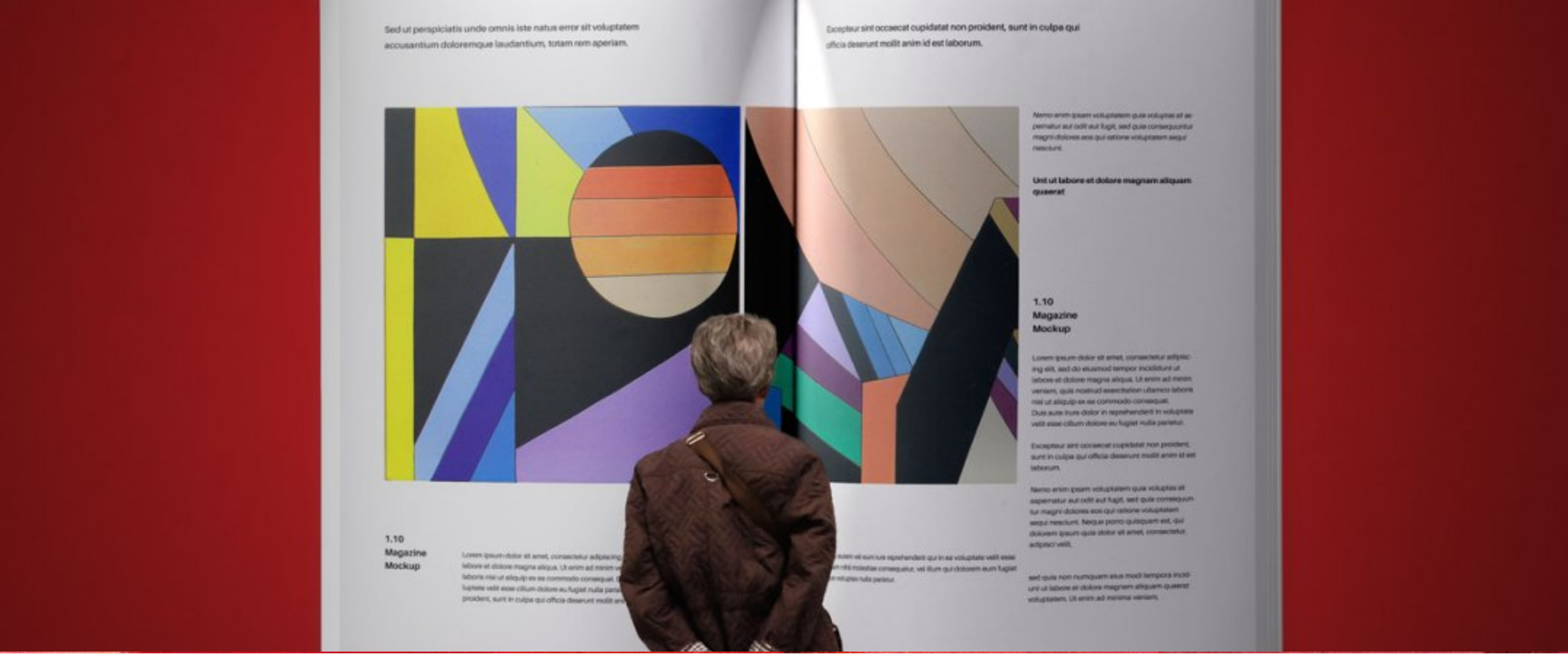


NICOLETTA SALVATORI

THE CATALOG

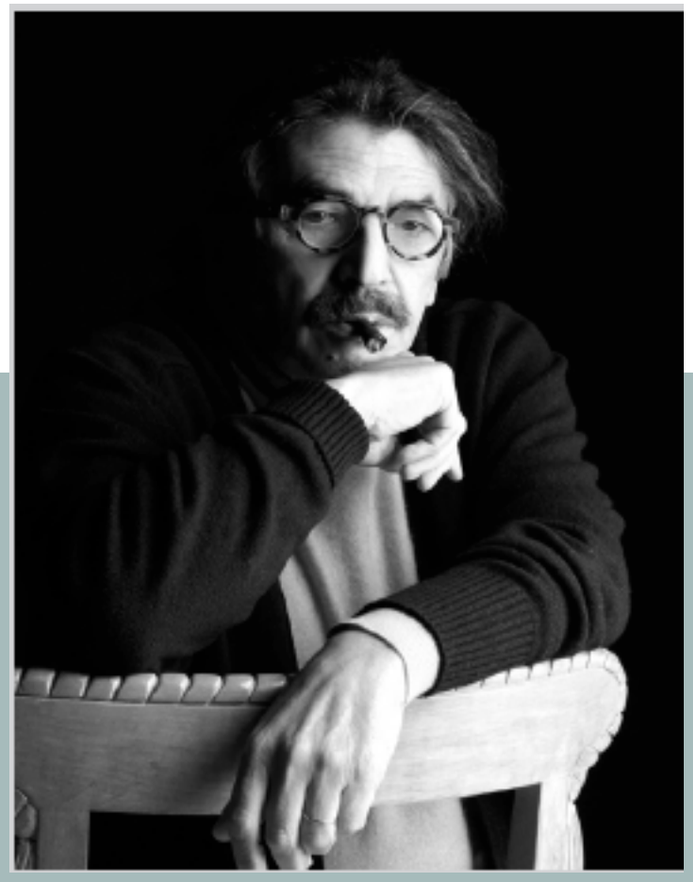
1B. STARING WITH SCRIBUS

“

LET’S START TO WORK

Our goal is to realize the catalog of a photographic art exhibition. We will work with the wonderful still life photos of Luigi Gattinara a recently deceased photographer and artist about whom I had the honor to have written and edited the ebook fixed layout that you have among your didactic materials (thanks to the kindness of the publisher Simonelli) (https://www.ebooksitalia.com/ita/detail_ebook.lasso?codice_prodotto=20170706010353787705).

All the copyright of the images and texts you have downloaded for this training are reserved



HANDS-ON

- We will realize a catalog in the **PDF format**, for fast and easy delivery to customers.
- With a PDF sharing and promoting your document is more immediate, everybody can read it also off line (once downloaded). As we have already said a PDF is printable
- Last but not least a lot of things that you will do, realizing your layout, are the same you would do preparing a layout for an ebook in **ePub3** (we will see it this afternoon)… so nothing will go wasted.
- **Scribus** the **book design software we will use** might some day get an "epub exporter" **(this feature is work in progress)**.

DESKTOP PUBLISHING SOFTWARE

If you want to create a book and save it in a digital format or print out, a word processor is usually not enough, you need a **book design software** .

- **LibreOffice Writer** (Windows/macOS/Linux) is a program to layout books that is simple to use and free, you can use the Writer text editor, included in LibreOffice:
- **Publisher** is one of the best software for book design. This program is part of the Microsoft Office suite and it is only for Windows. It is not free
- **Adobe InDesign** (Windows / macOS) - this Adobe program has extremely powerful tools dedicated to the design of formats and the layout of books, brochures, covers and so on. It is available for Windows and macOS with a monthly or annual subscription (it can be tried for free for a period of 7 days).
- **Scribus** (Windows / macOS) is a semi-professional layout software, which allows you to easily layout documents using an intuitive graphical interface. It is available for Windows and macOS. **Free of charge**.

Scribus

Open Source Desktop Publishing

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We will use Scribus in our hands-on laboratory

Scribus

Open Source Desktop Publishing

A GOOD SOFTWARE WITH A LOT OF TUTORIALS ON LINE

Scribus is an open source program for professional page layout, **for creating PDF (Portable Document Format) files**.

In your teaching material you have a very good guide. There are also many useful video tutorial on line (https://wiki.scribus.net/canvas/Get_Started_with_Scribus)

With Scribus you might create brochures, booklets, books, magazines which you plan to print or you can make an **interactive** (or non-interactive) PDF to dowload

DOWNLOAD SCRIBUS: WWW.SCRIBUS.NET/DOWNLOADS/

1 – PREPARING OUR SOURCES

➤ Let's have a folder. It will contain two other folders: the visual elements (photos, illustrations, and other graphics) and the texts used in your layout

Still Life Project

Photos

The images format must be importable (jpeg, png, eps, svg), and of sufficient quality. Photos must have an appropriate resolution, and appropriate dimensions. LET'S CHECK

Save the images using names which reveal their content as an aid to identifying them. Scribus does not import the actual image in its files, only a link (pathname) to the file in the folder. This is the reason why it is imperative to have an organized system for keeping your image files together in a place.

Texts

Texts may come from a wide variety of sources – text editors, word processors, emails, web pages = merge them into files in txt format. Even if Scribus in compatible with different text formats it is always better only import plain text into Scribus . SAVE THE ORIGINAL TEXT to check for the styles used by the author

1 – PREPARING OUR SOURCES

never work with the original file. Always work with a copy, so that if something goes horribly wrong, all you've lost is a little time.

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Still Life Project

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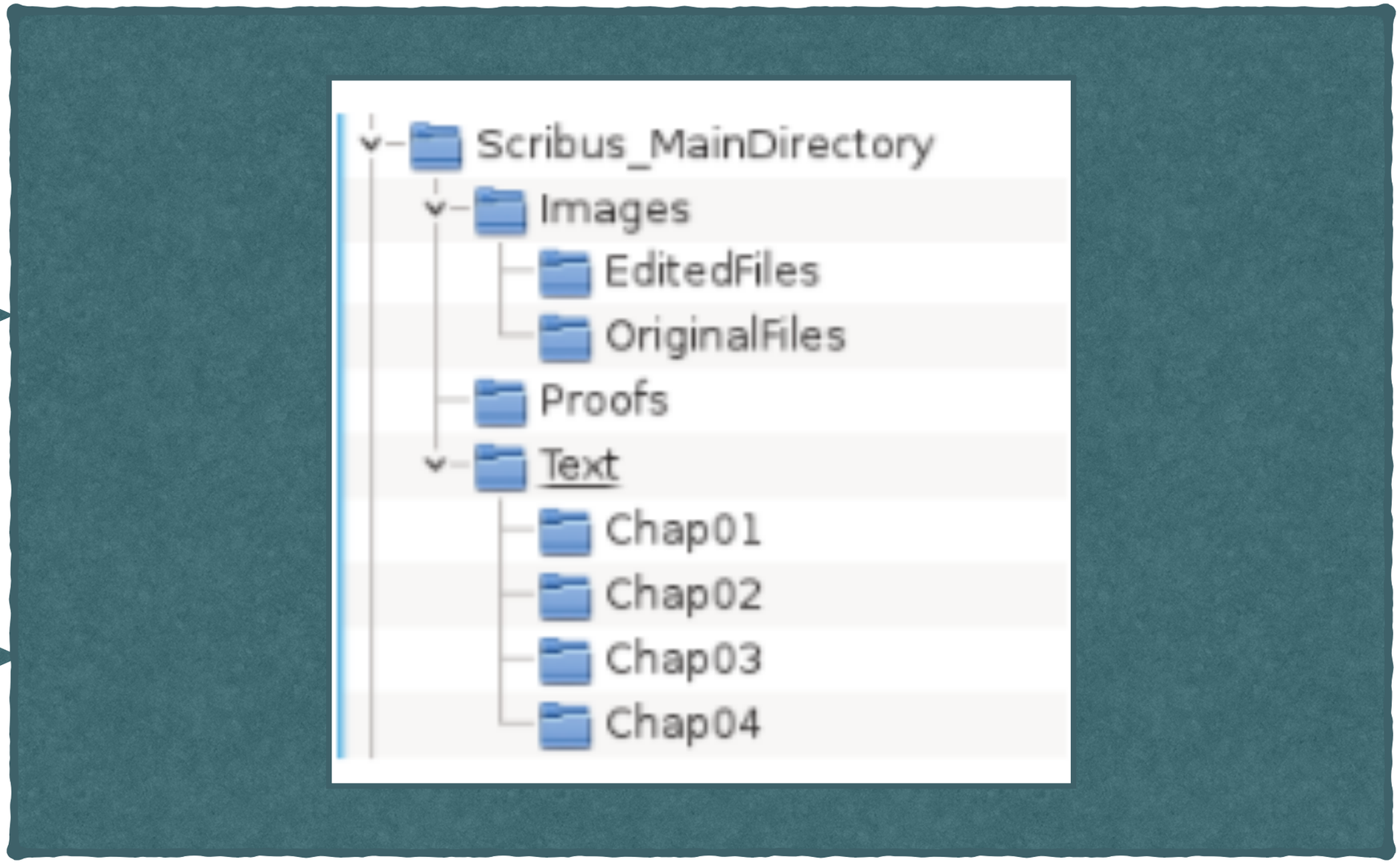
Still Life Project

Photos

Texts



2 – THE LAYOUT GUIDE

Next step is to make a draft of our book FLATPLAN. Let's start with 32 pages (2 signatures - 16x2). Knowing our texts and photos we can roughly imagine how many pages we can give to each chapter of our catalog. We can also decide to divide it in parts each one with an inside cover and several chapters… It is up to us.

COVER	II cover	III cover	IV cover	**still life project** summer school 2021						bozza n.	1				
	title page	colophon	INDICE	PRESENTAZIONE COLLANA	PRESENTAZIONE COLLANA	INTRO	INTRO	INTRO	INTRO	THE AUTHOR	THE AUTHOR	the art reviewer	the art reviewer	the interview FACE TO FACE	the interview
II COP	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
the interview	the interview	the interview	the intervieni	PORTFOLIO COVER	PORTFOLIO	PORTFOLIO	PORTFOLIO	PORTFOLIO	PORTFOLIO	PORTFOLIO	ART AND CRAFT COVER	ART AND CRAFT	ART AND CRAFT	exhibitions	quotes
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Back cover coming soon publisher logo															
32															
48															

3 – DEFINE THE CATALOG CARDS AND CAPTIONS

- Usually a catalog presents a first part with essays, articles, reviews, informations(about the author of the artworks) while the core of the book are the artworks themselves, each one of them described with a standard card and a substantial caption.
- here is an example

data

Title and year of the artwork

1973 - LIBRO CON APE

Caption (quote from the artist)

Camera: Leica R4s

Lens 19 m/m ElmaritR 2.8 / Leitz Wetzlar

Shutter speed: 1/30

Aperture: f/4

Film: Ektachrome 64

Optical Bench

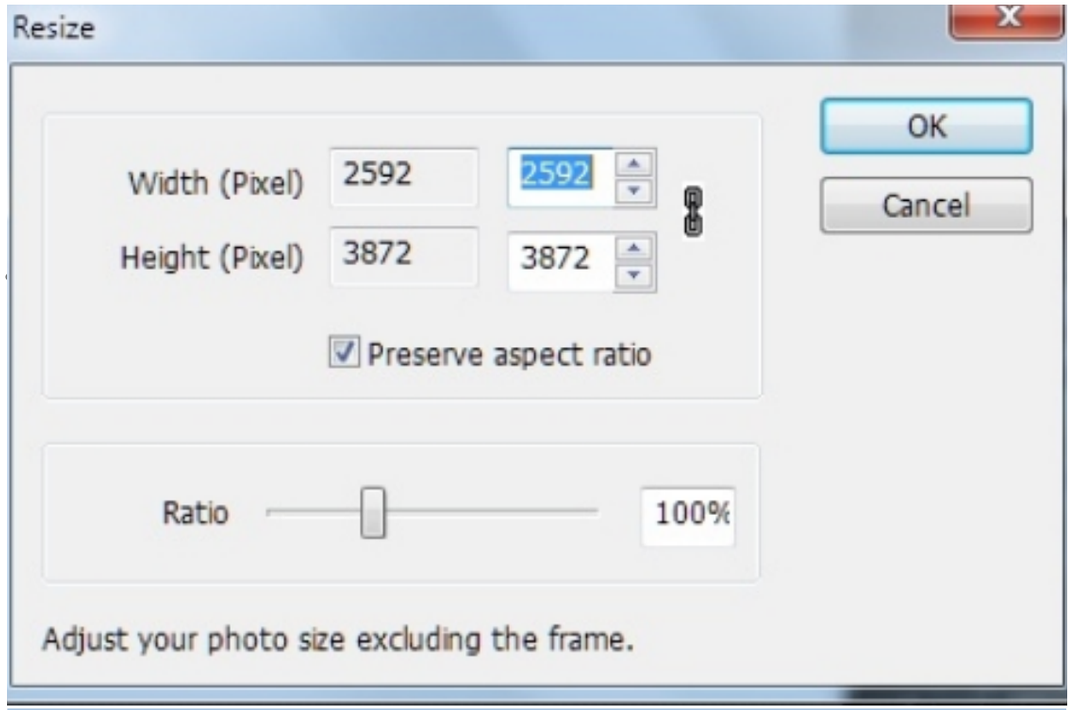
Printing on canvas XxY cm

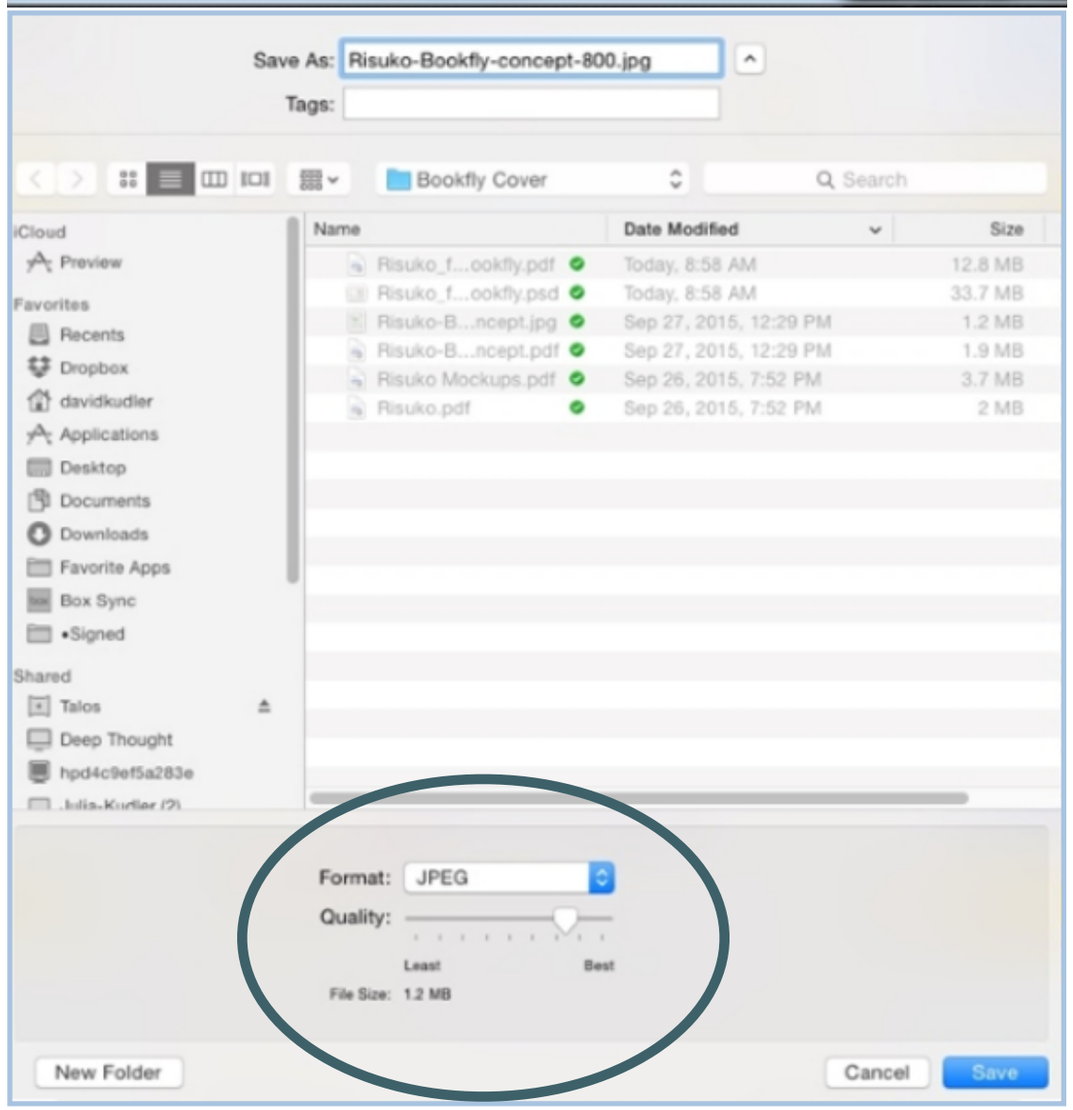
Edition: 10 copies signed

“I worked in advertising until 1980 even if my interest on fine art has accompanied my entire life in one way or another. I've always taken pictures for myself too. It often happened that I had in my studio materials from an advertising campaign and I recycled it (wisely) to create new compositions of my own creation”

4 – PREPARE THE PICTURES

- resize the pictures on your image-editing software .
- You'll see **the existing width and height** (in pixels, inches, centimeters), with a box to fill in a new measurement. There is also a check box that reads "Preserve aspect ratio"; this will keep the height and width of the image proportional. Which is, usually, a good thing.
- **Another important characteristic of your image is the pixel density.**
- The number of pixels do not give you the sharpness of the image. This is because the gaps among the pixels can be larger or smaller. What you need to consider is **the density of dots** which is usually expressed as **dots per inch (DPI) or pixel per inch PPI**.





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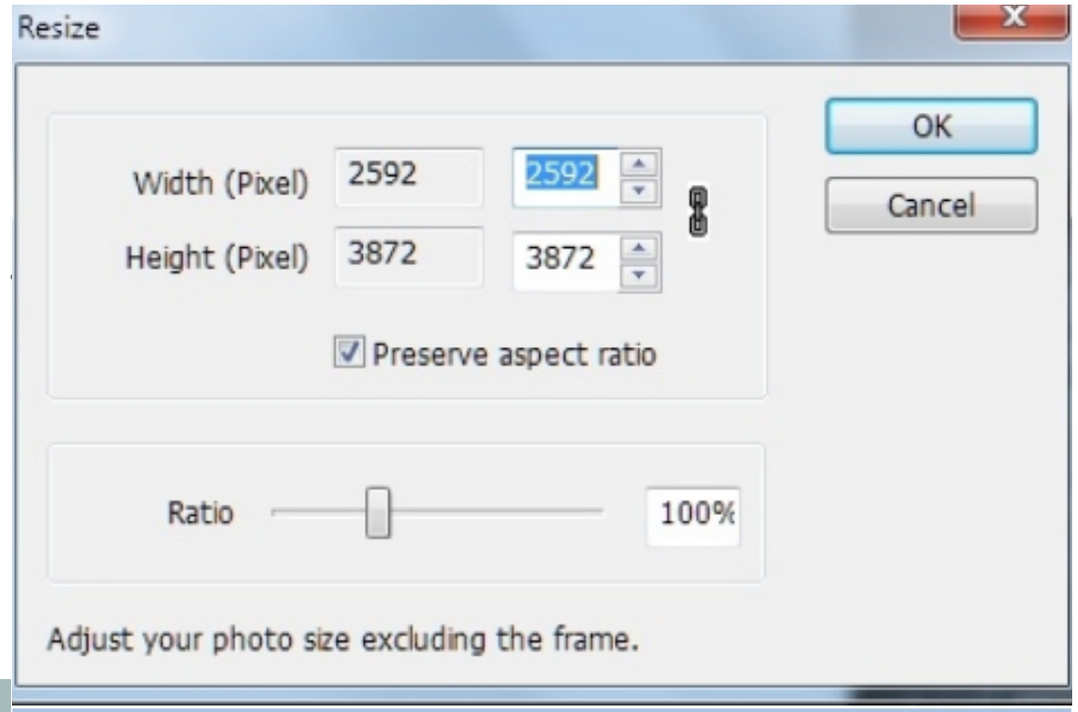

➤ If you need to print your catalog, photos must have a resolution of 300 ppi

➤ If you work on an e-catalog (AS WE DO) you only need low resolution (72 or 96 ppi)

- **Another important characteristic of your image is the pixel density.**
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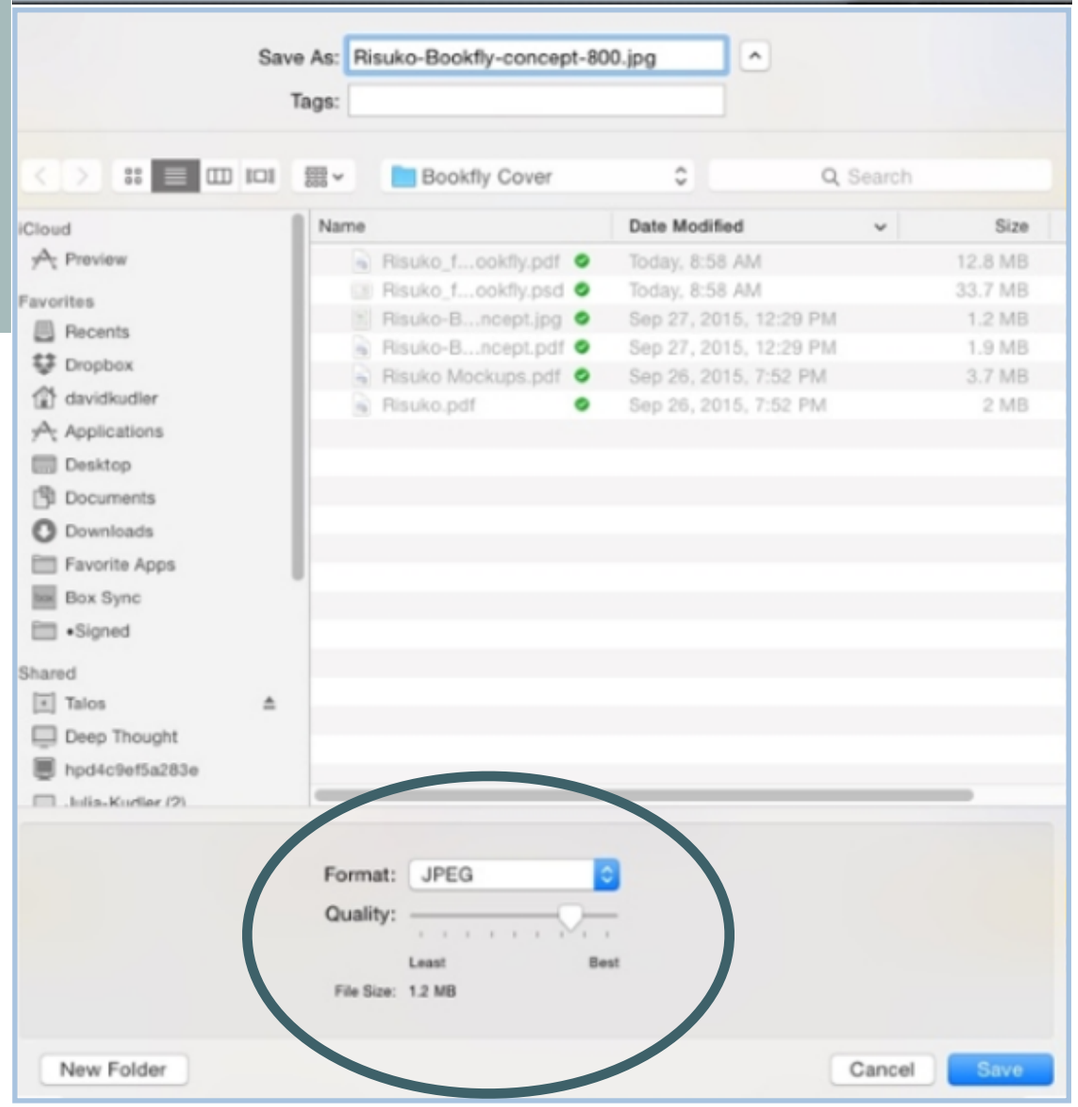
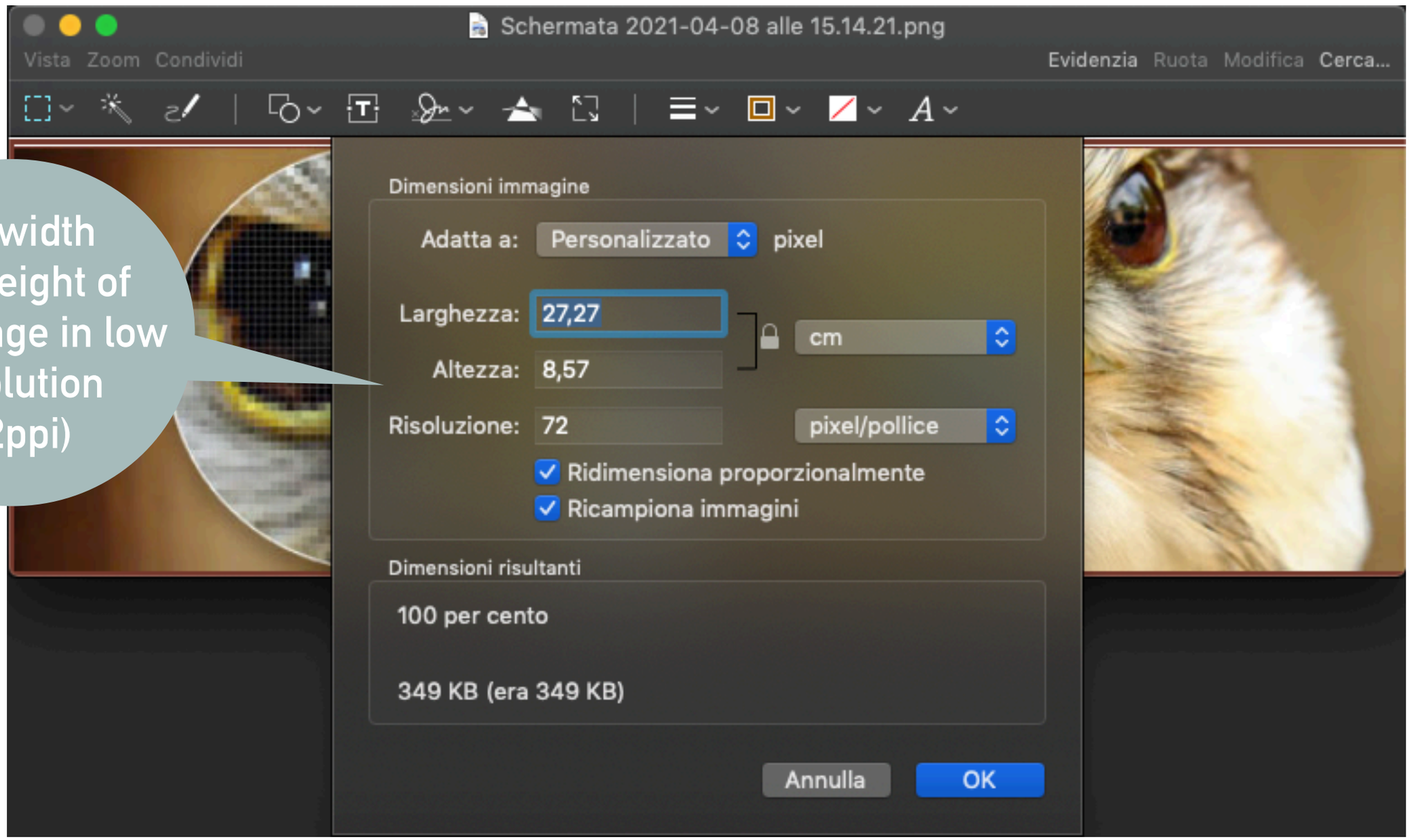
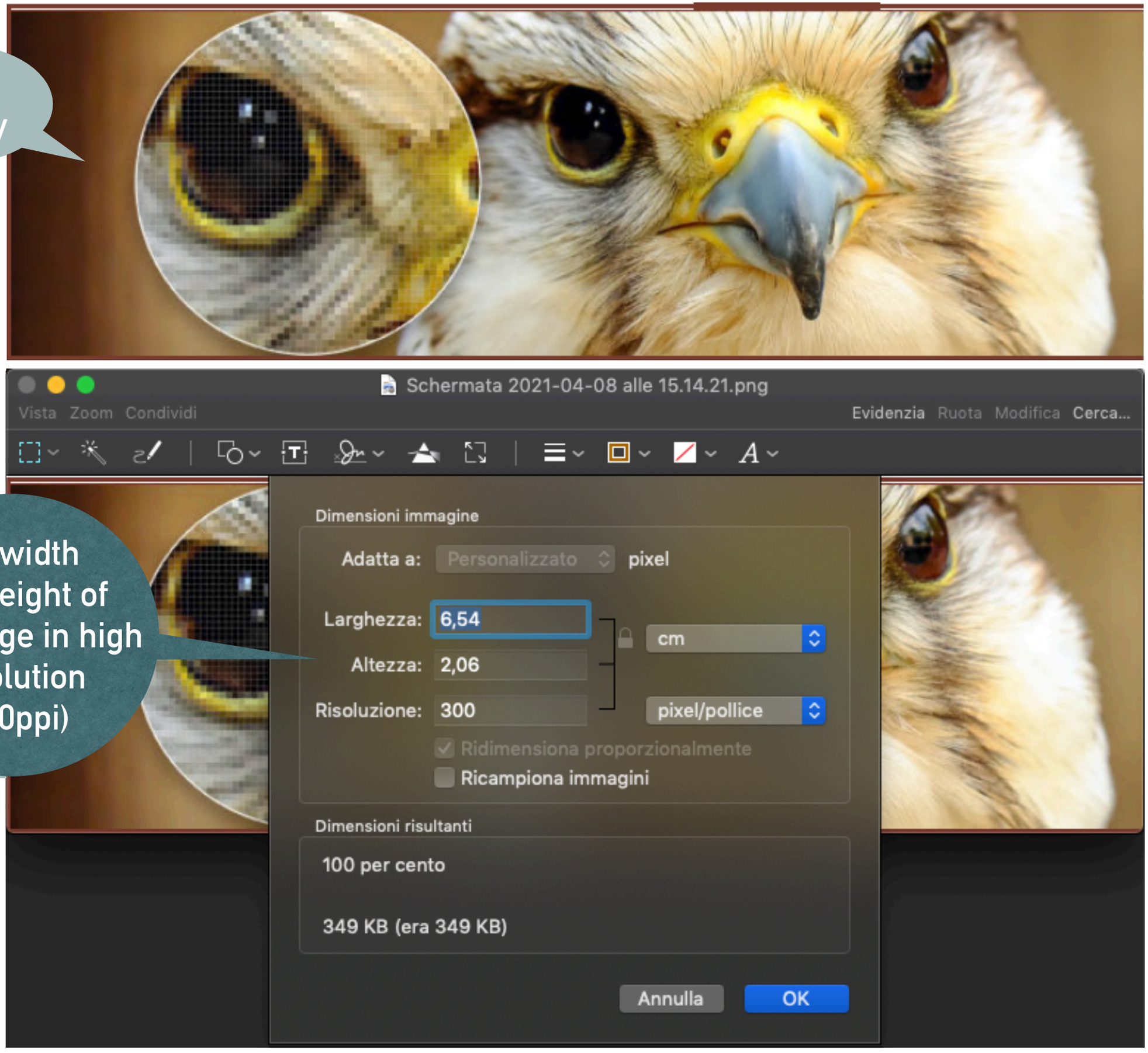


pixel density



the width and height of this image in low resolution (72ppi)

pixel density

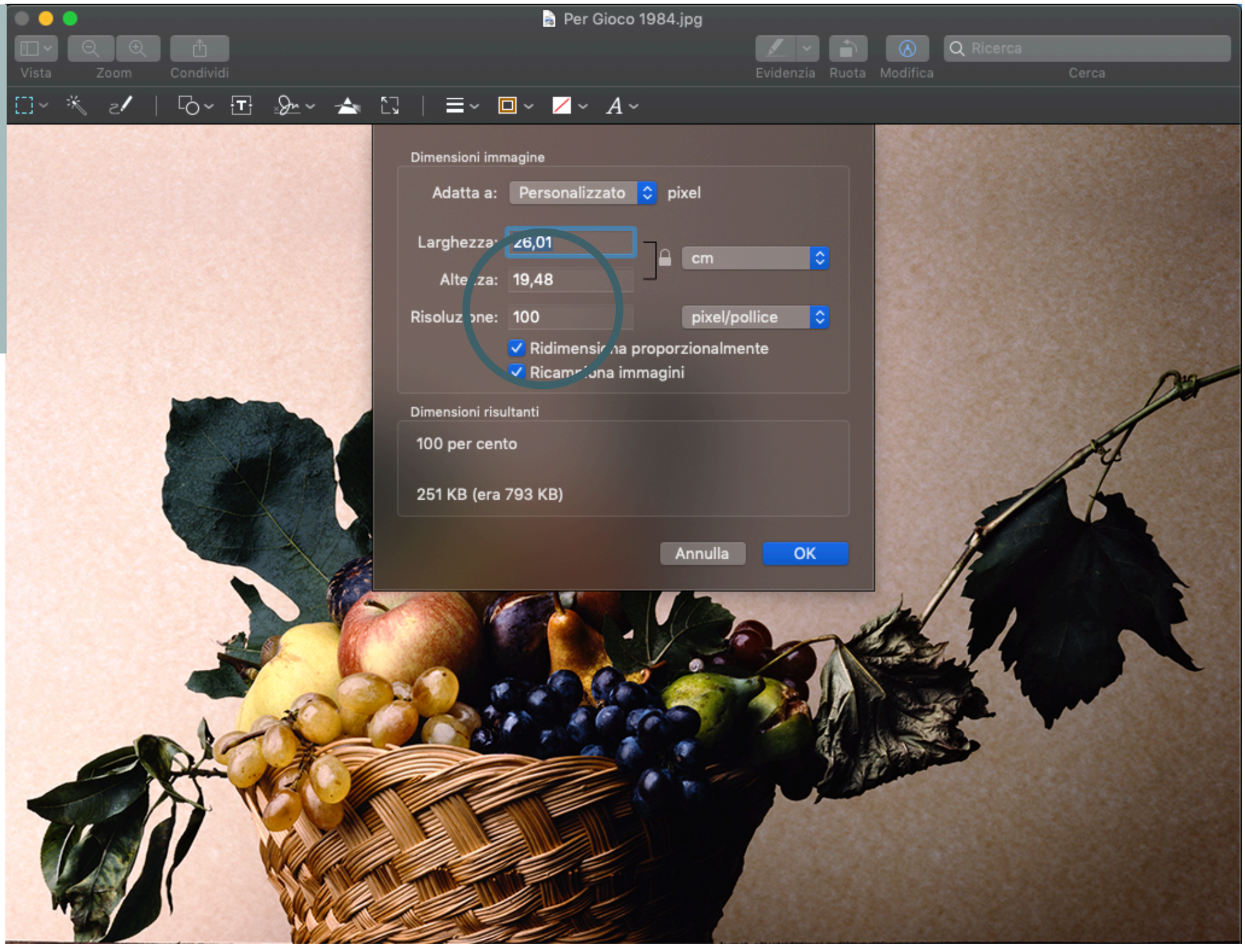


the width and height of this image in high resolution (300ppi)

This means that this image in a monitor can be up to 27 centimeter wide but if you want it printed on an page you cannot use it bigger then 6,5x2 centimeters

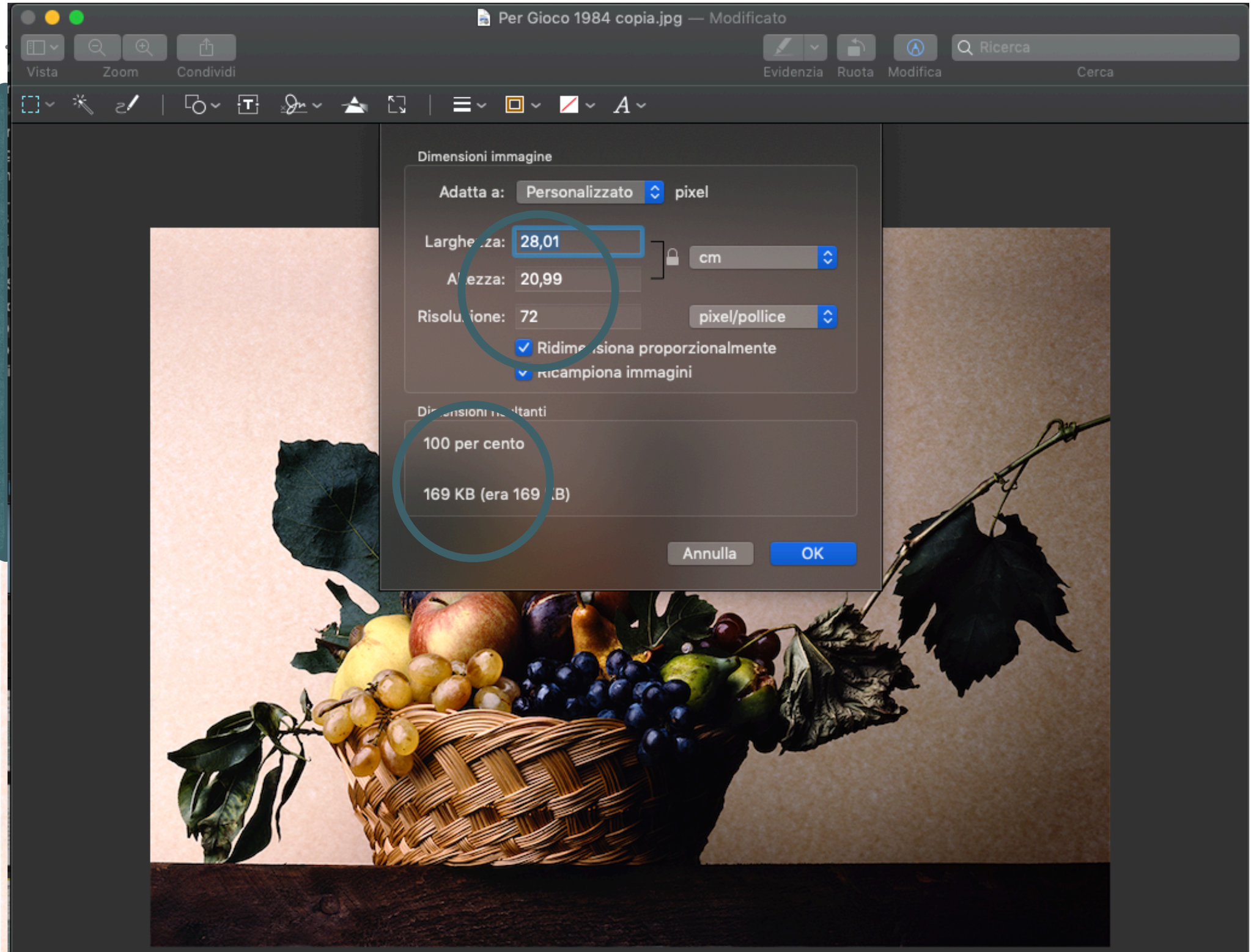
LET'S TRY

this is the actual jpg you have in your hands-on material



LET'S TRY

this is the resizing of the same picture:
resolution 72 ppi
width 28 cm,
as large as a tablet with a 12 inches screen

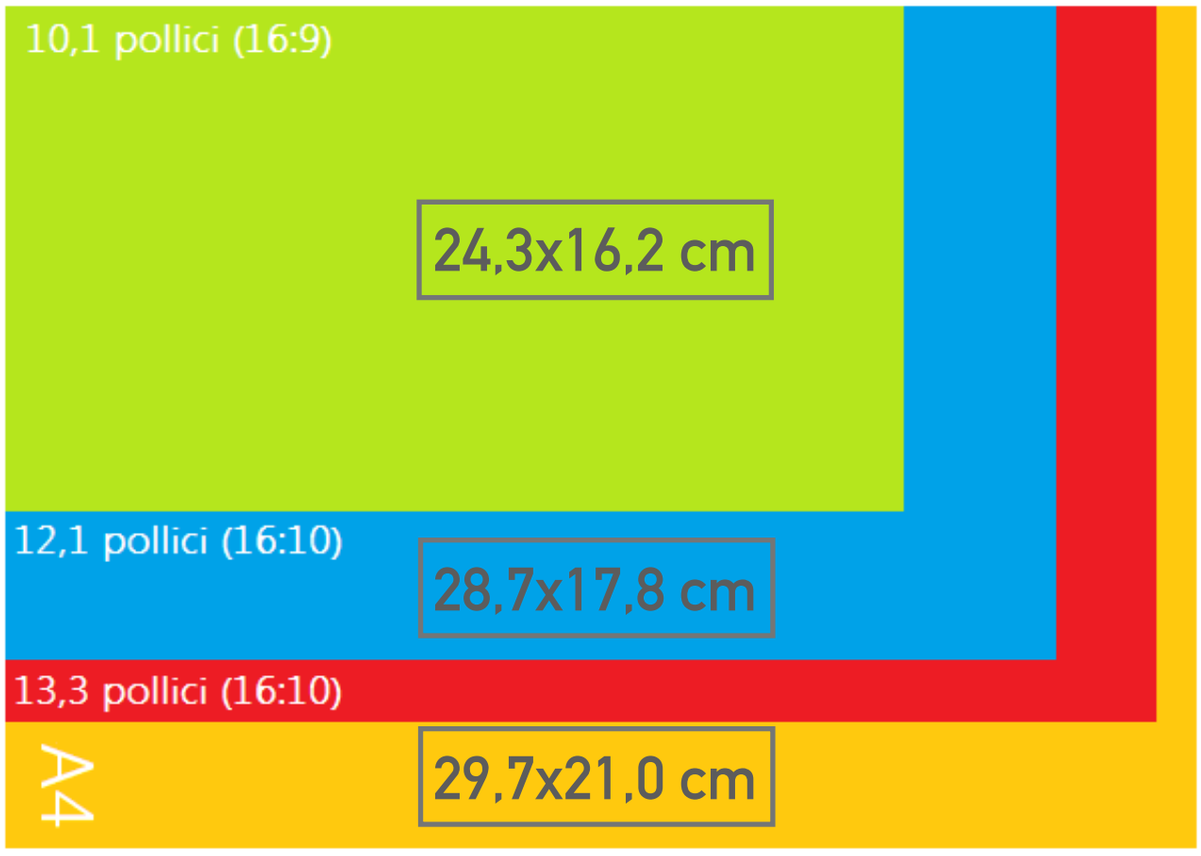


5 – DOCUMENT SIZE

Forget A4 format

If we want to browse our catalog on tablets and smartphones better to work with landscape format

- Most Tablet use 10.1 or **12.1-inch screens** (**243x162** mm or 287x178 mm) with a resolution of **1280x800 pixels** which are able to offer the right space to the reader while still being significantly smaller than an A4 sheet



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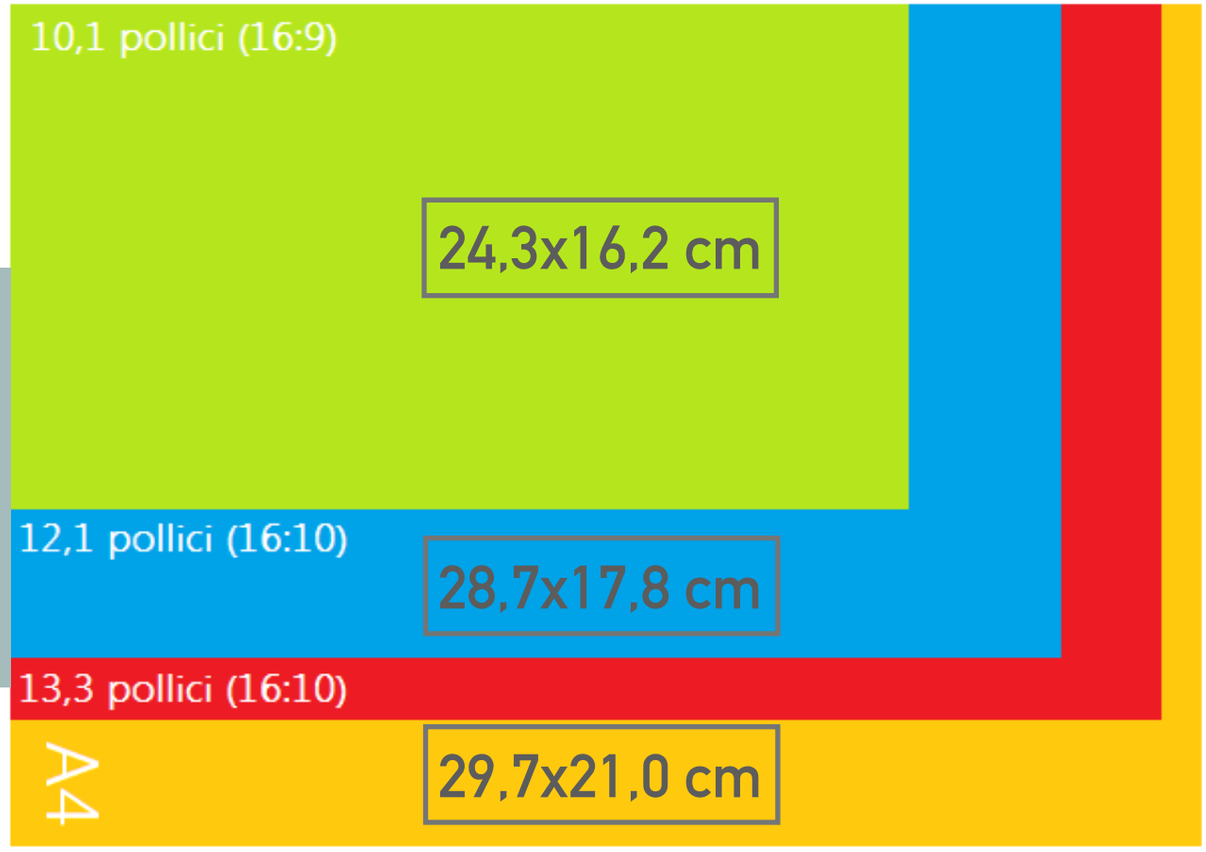
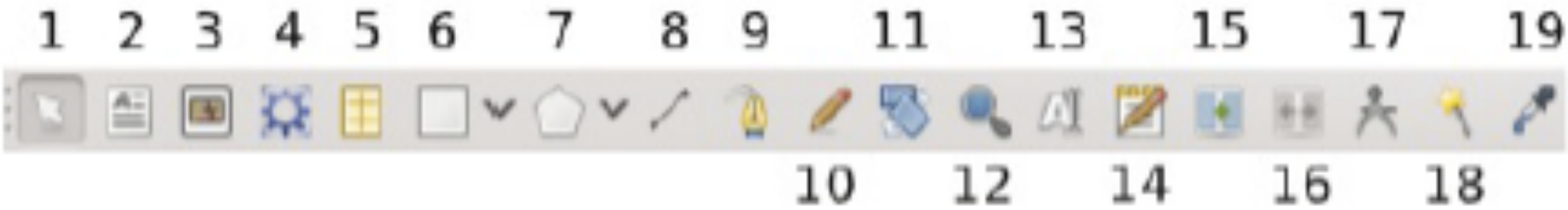


At this point let's open SCRIBUS

MEET SCRIBUS



THE MAIN TOOLBAR ICONS

1. Selection tool
2. Insert Text Frame
3. Insert Image Frame
4. Insert Render Frame
5. Insert Table
6. Insert Shape
7 . Insert Polygon
8. Insert Line
9. Insert Bezier Curve
10. Insert Freehand Line
11. Rotate Item
12. Zoom
13. Edit Contents Mode
14. Story Editor
15. Link Text Frames
16. Unlink Text Frames
17 . Measurement
18. Copy Properties
19. Color Picker

Now you have your photos and text and you have Scribus for making your layout. You may be tempted to simply begin by starting your layout
In order to get the best results (and waste less time) you have to consider the entire project, There are a number of technical settings and decisions at the beginning which will affect the success of your project.

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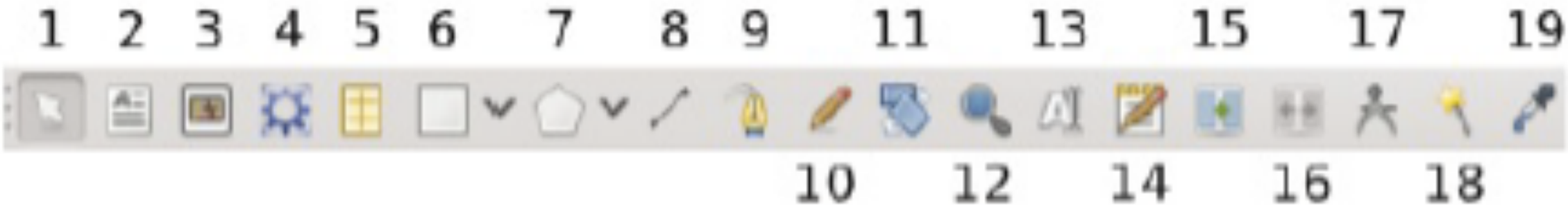

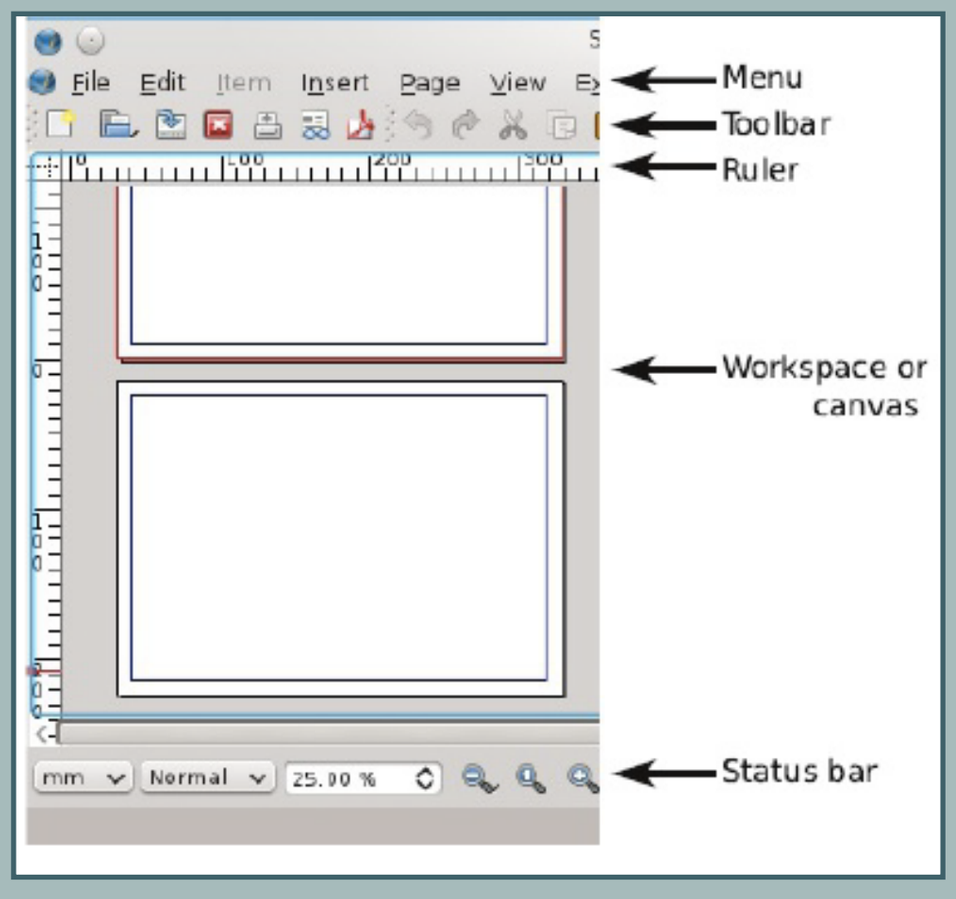

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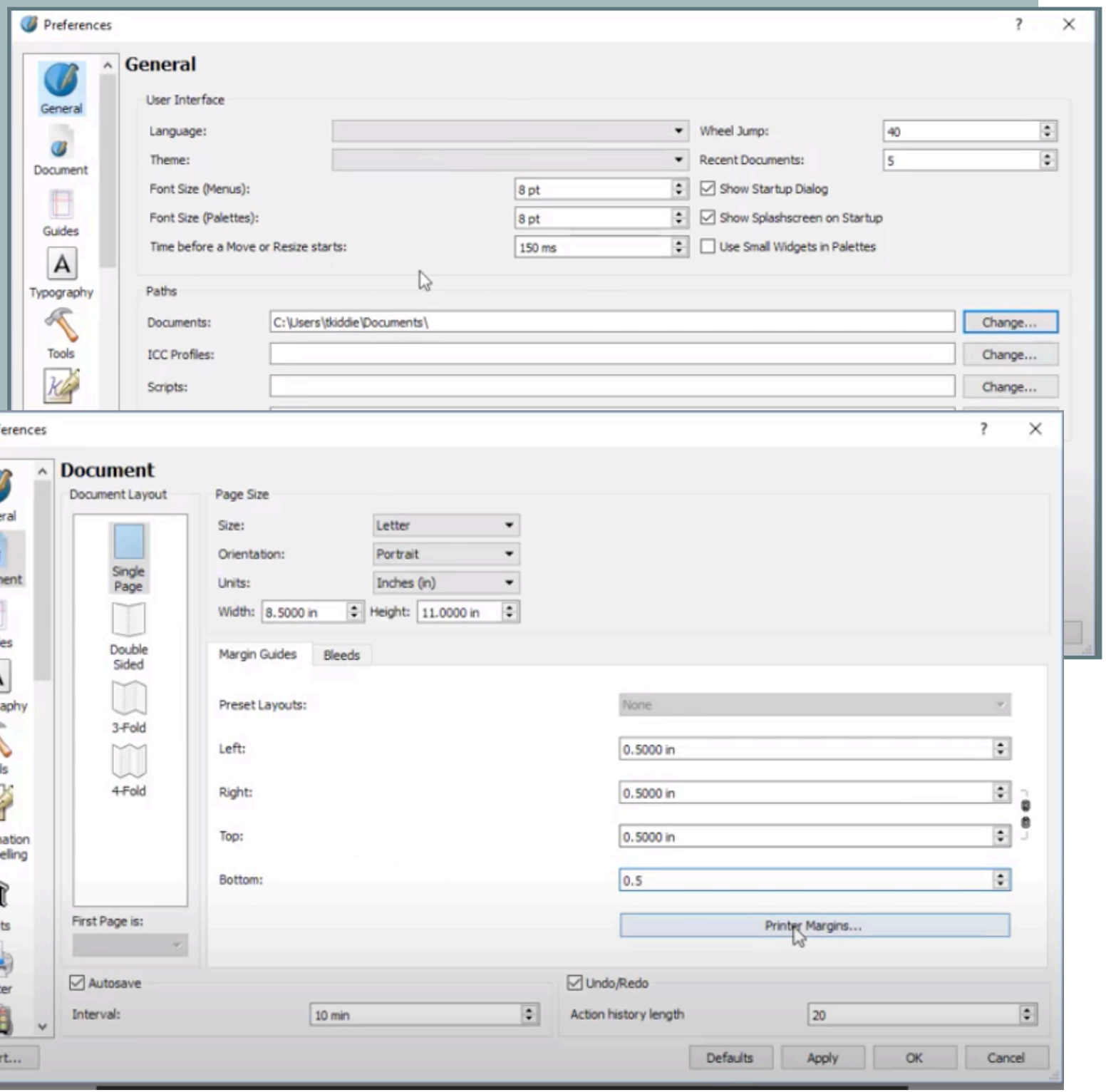
A – SET YOUR PREFERENCES

File>Preferences>General changes settings for any future documents.
Preferences>Document the various settings here will be those that you see when you open a new document (File > New).They will change the current document.

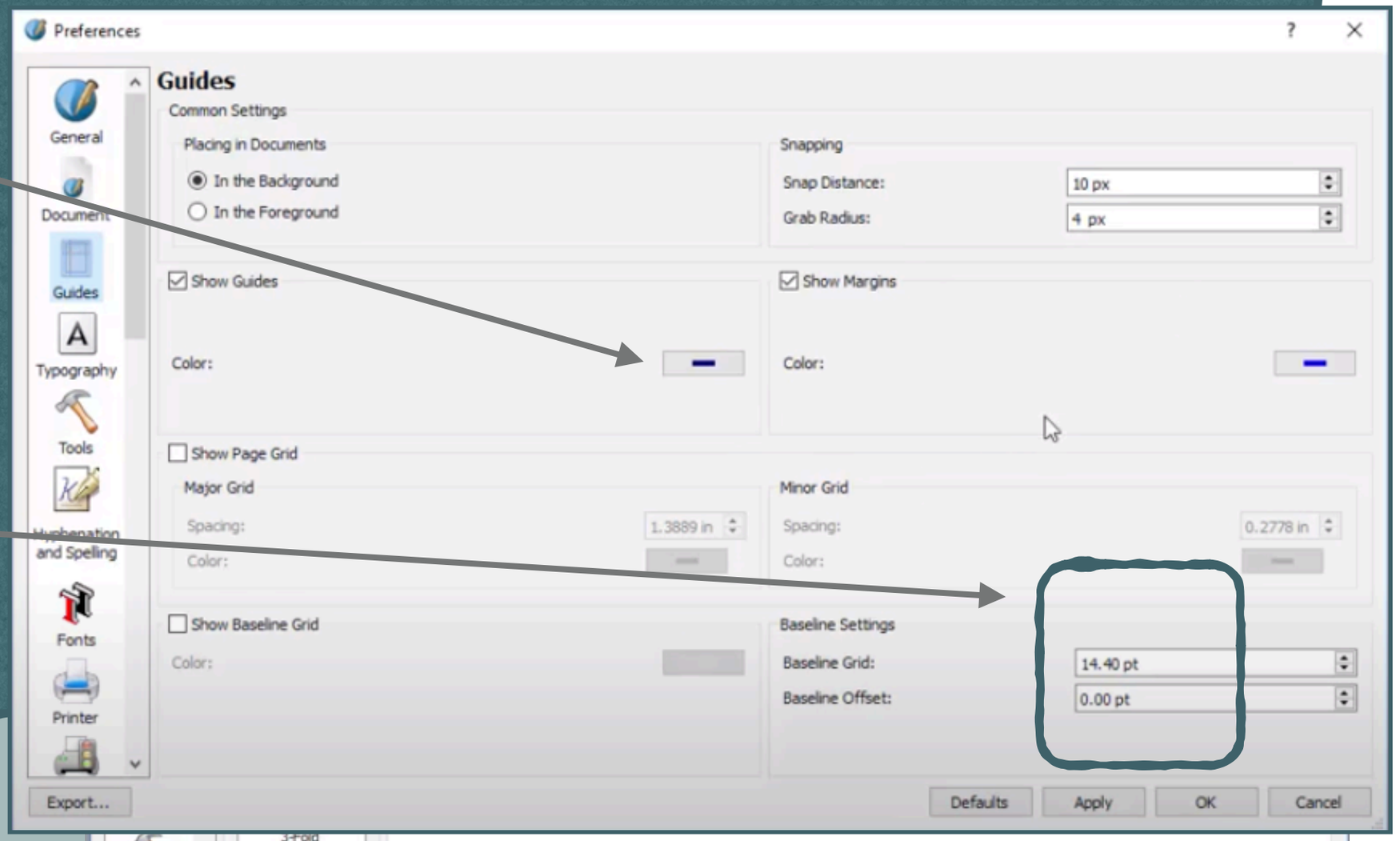
- The layout: Single Page.
- The size: Custom Dimensions: 243x16,2 (a tablet 10,1 inches)
- Orientation: Landscape.
- Make sure the units are millimeters, since the default may be points.
- Choose margins: not less than 13 mm - (Bleeds: 3 mm only if you want to print your PDF)

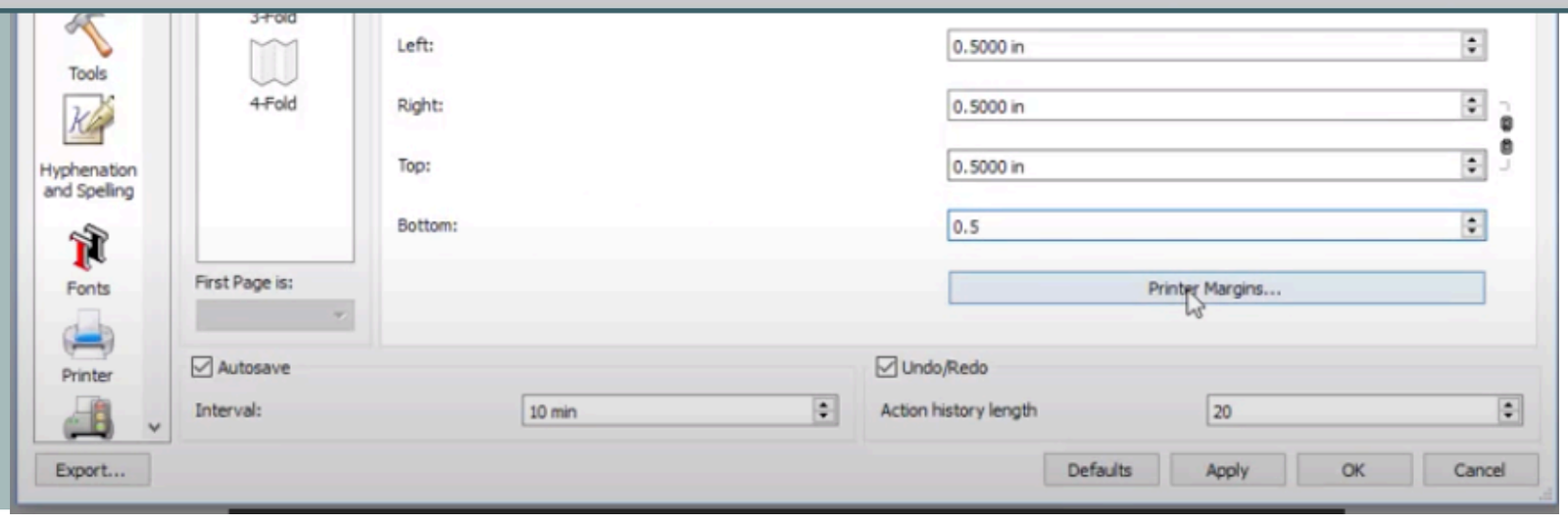


A – SET YOUR PREFERENCES

By default, Guides and Margins will show, but you can change the default setting here along with their colors.

Change the baseline grid to 18 because the font size of our body text will be 16 points and a line spacing 18 points



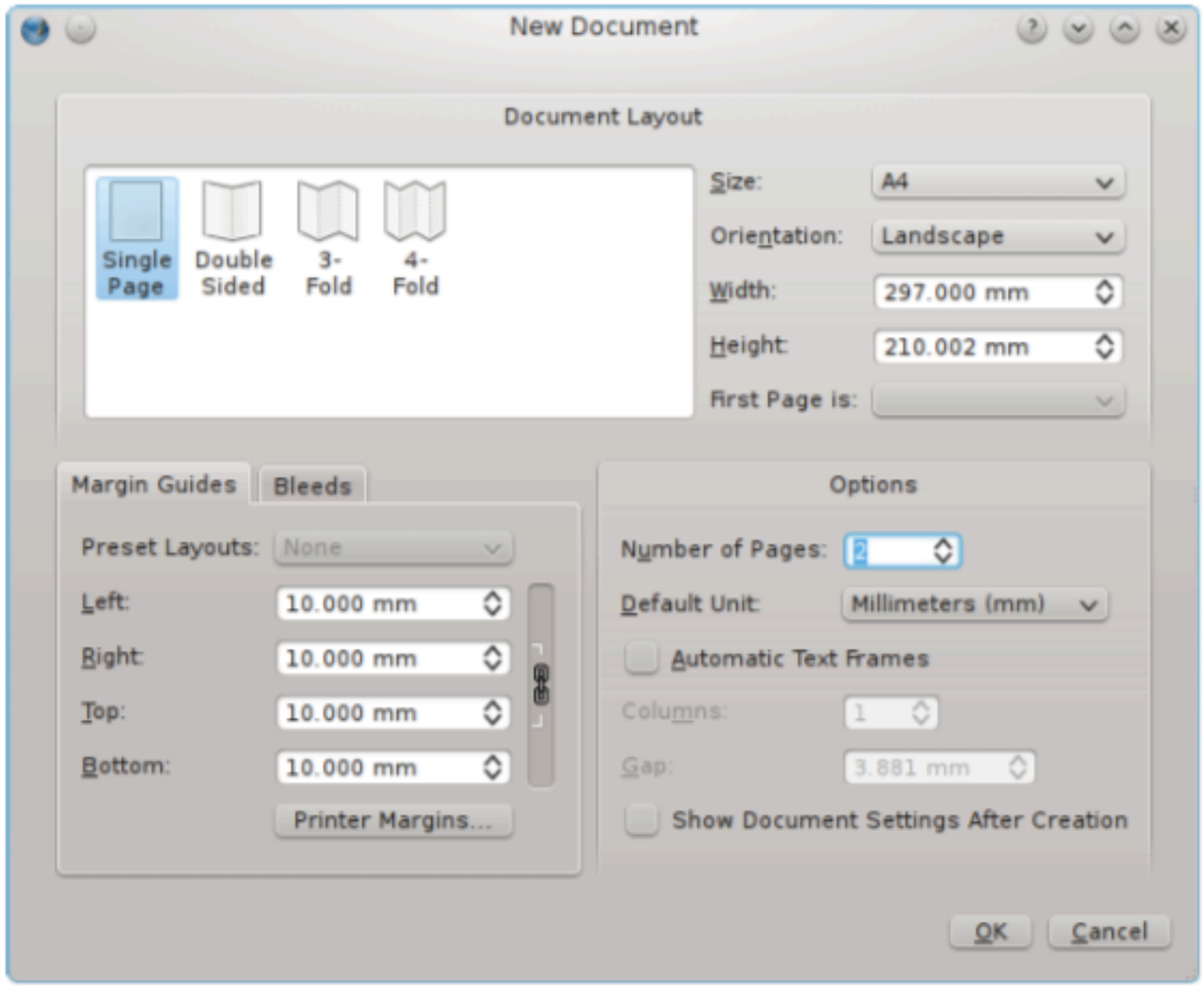


(a tablet 10,1 inches)

- Orientation: Landscape.
- Make sure the units are millimeters, since the default may be points.
- Choose margins: not less than 13 mm - (Bleeds: 3 mm only if you want to print your PDF)

B – CREATE A NEW DOCUMENT

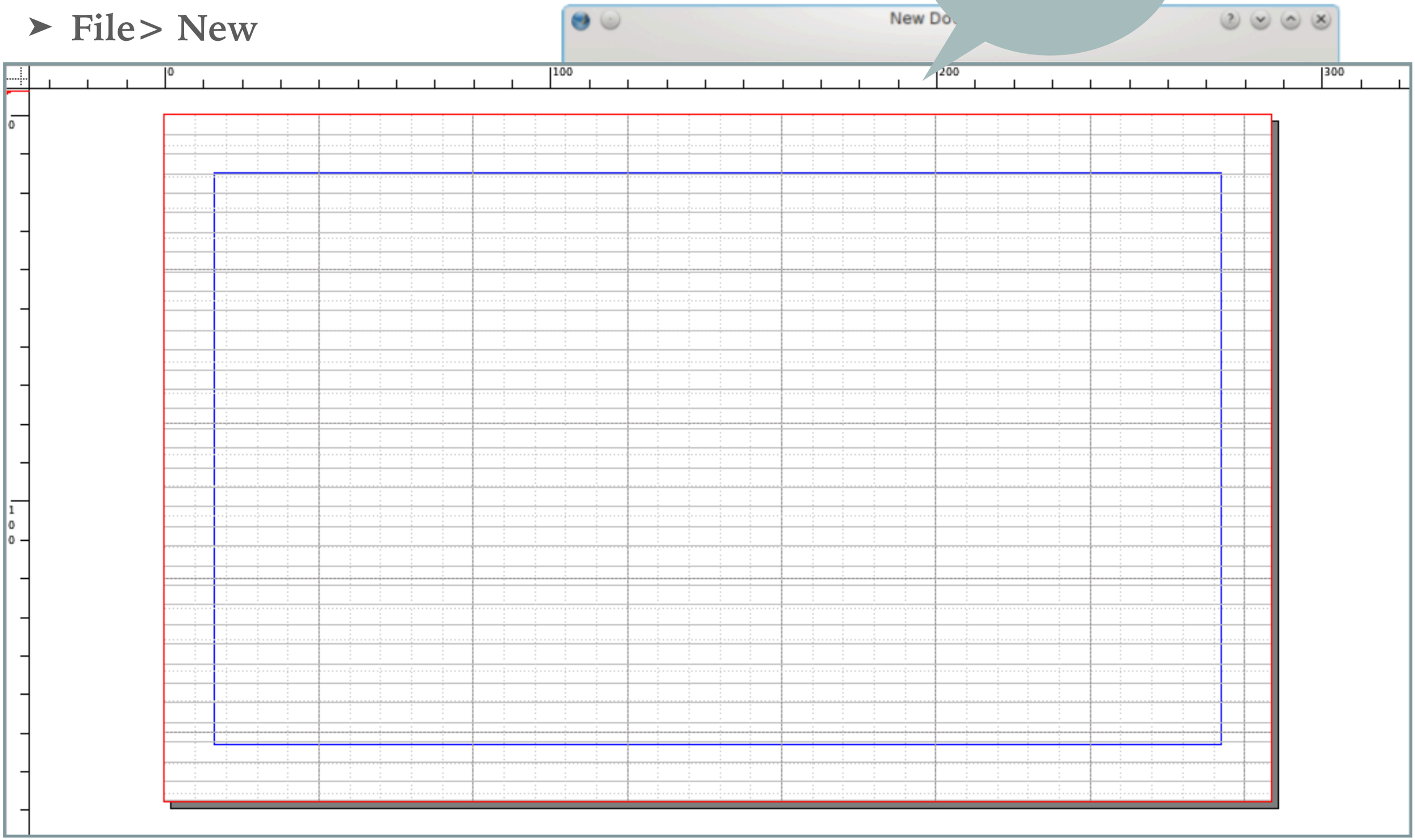
- **File> New**
- Document layout is *Single Page*.
- Size: Custom
- Dimensions: *243x16,2 (a tablet 10,1 inches)*
- Orientation: *Landscape*.
- Make sure the units are *millimeters*, since the default may be points.
- We will start with 32 pages (2 signature)
- Choose margins: 13 mm right and left, 15 mm top and botton (to do so you need to break the chain)



- Bleeds: *3 mm (it is important only if you are going to print your catalog)*

B – CREATE A NEW DOCUMENT

- File> New



C – THE MOST IMPORTANT TOOL

In Scribus all the graphical elements are contained in frames that can be freely moved all around the pages.

You need to **create frames** for the text and frames for the images.

Selection mode, (the icon with the white arrow) allows you to move objects.

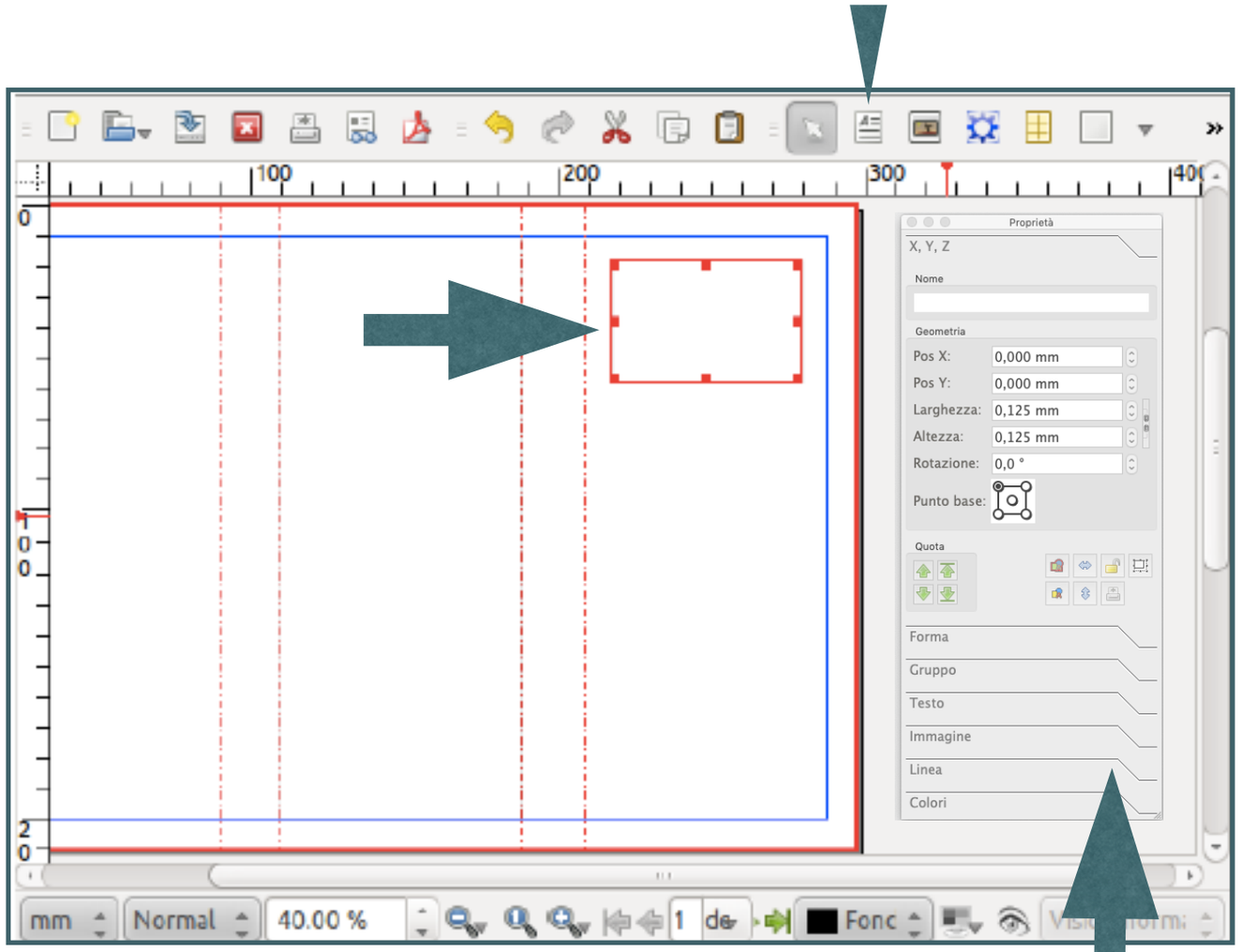
Properties tool will be your headquarter to control an design everything

Tool>Properties
All objects you add to the page, from picture frames, text frames, or even actual photos, text, or lines, are controlled from this central dialog box. Take it always open on the screen

D – USE THE RIGHT FRAME

To create a text frame

- from menu: **Insert > Insert Text Frame** or from the icon, (just to the right of the white arrow on the toolbar), you can make your text frame on the page with a click-drag-release action.
- Double-click inside the frame to type: you are now in **Edit Contents mode**
- To change the kind of frame you need use the **icons on the tool bar** and then use the **Properties palette** (Window > Properties) to do almost whatever you like to do
- You can always convert a frame **Item > Convert to ... > Text frame**.



The Properties panel is the heart of Scribus, everything that is placed on the page is controlled from this panel

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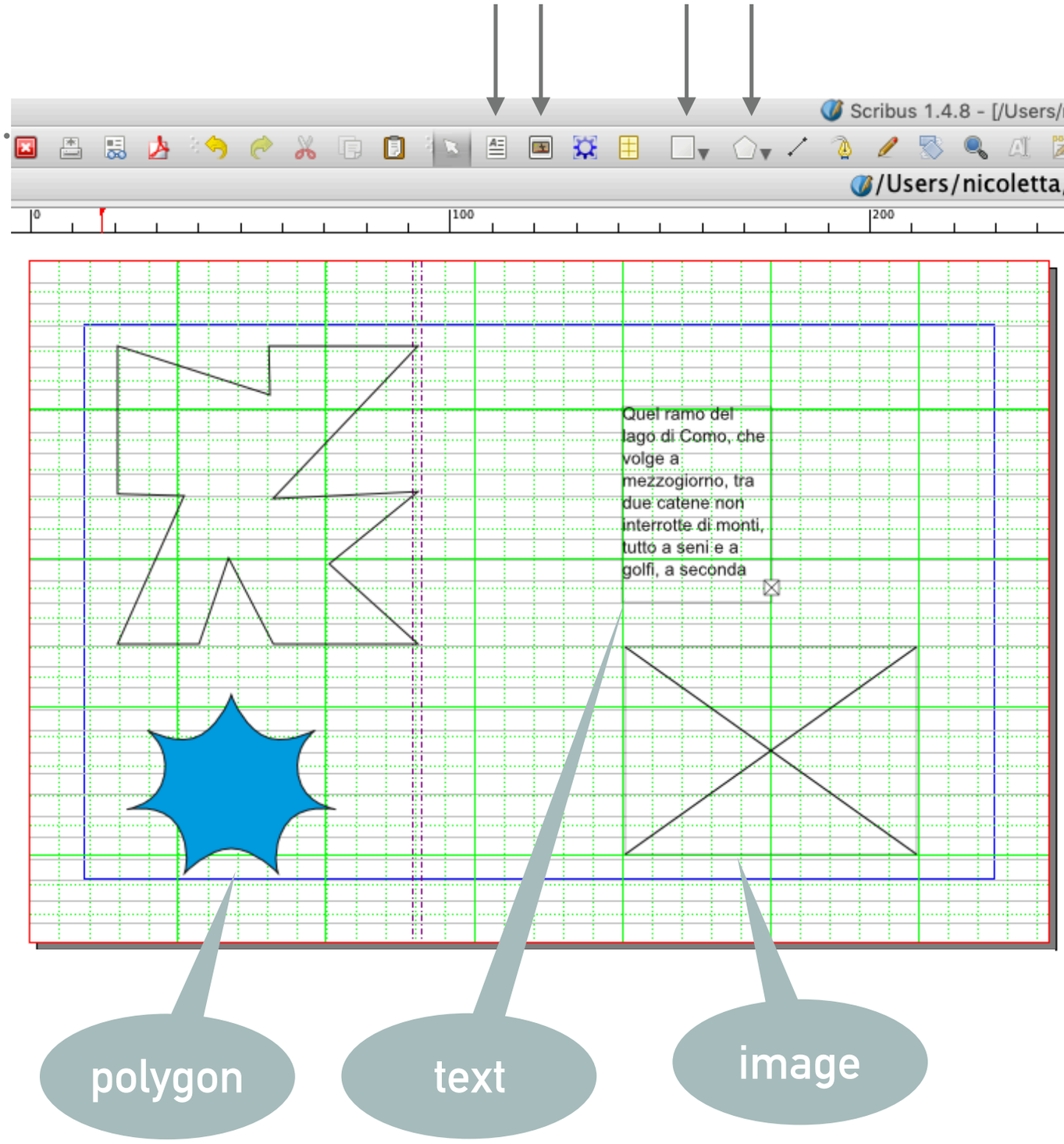


Remember:
each frame has a its own pop up menu

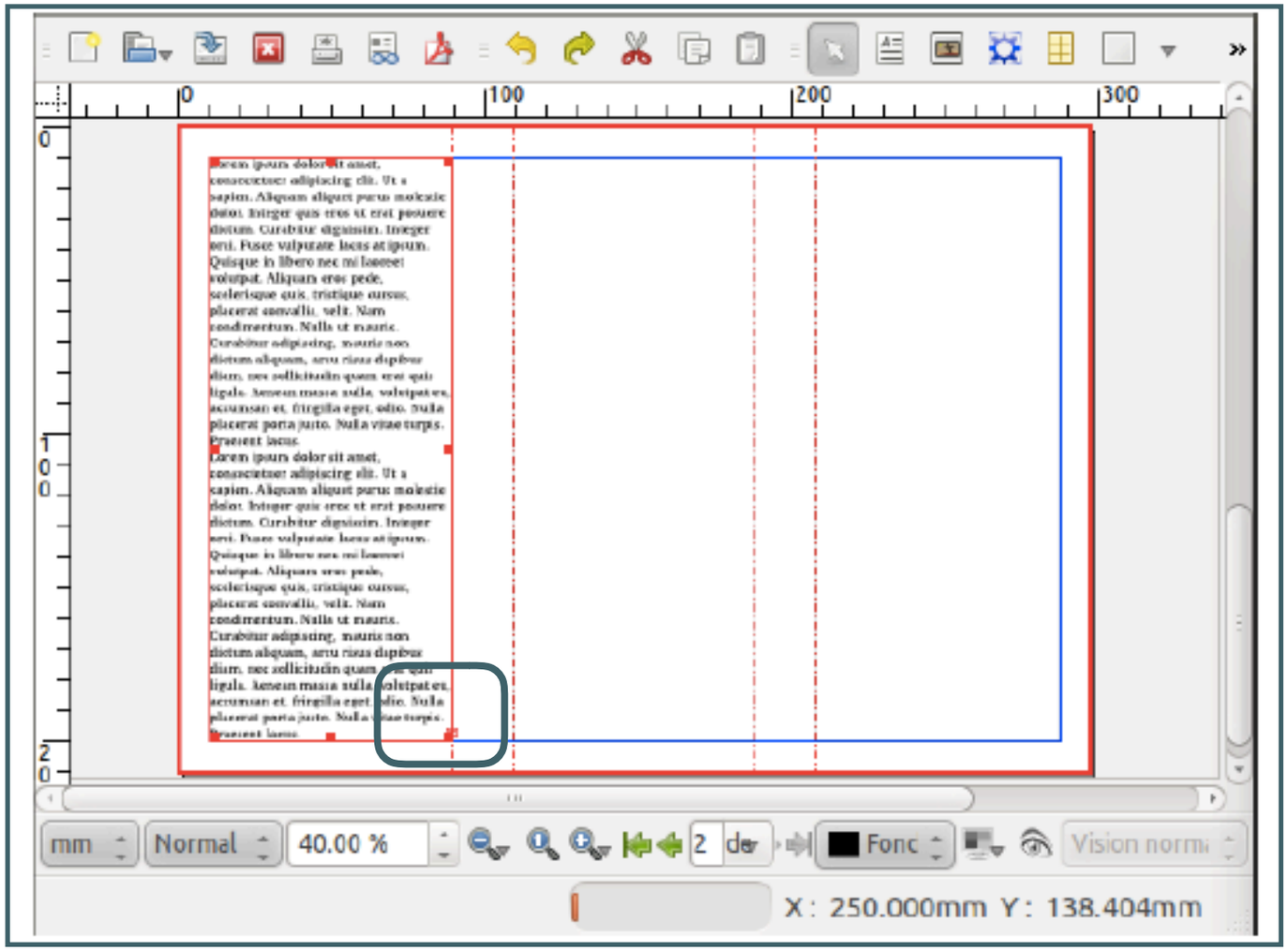
LINKING TEXT FRAMES

If your text is not closed in a frame but need to flow for some pages inside the column defined by your grid:

activate the text frame tool (Insert > Insert Text Frame), and create some new text frame which fills the space delimited by the guides.

Repeat this for other two pages (the setting **Page > Snap to Guides** can assist you in filling the space to its margins).

Now you have set up the layout, but you have no text. For our example we will use Sample Text – select the frame in the first panel, then **Insert > Sample Text**, and choose **Standard Lorem Ispum**.



If you look in the lower right hand corner of the text frame you see **a small red box with a cross**, which indicates that the actual text is overflowing the frame. Make sure the first frame is selected, then click **Item > Link Text Frames or use the icon**

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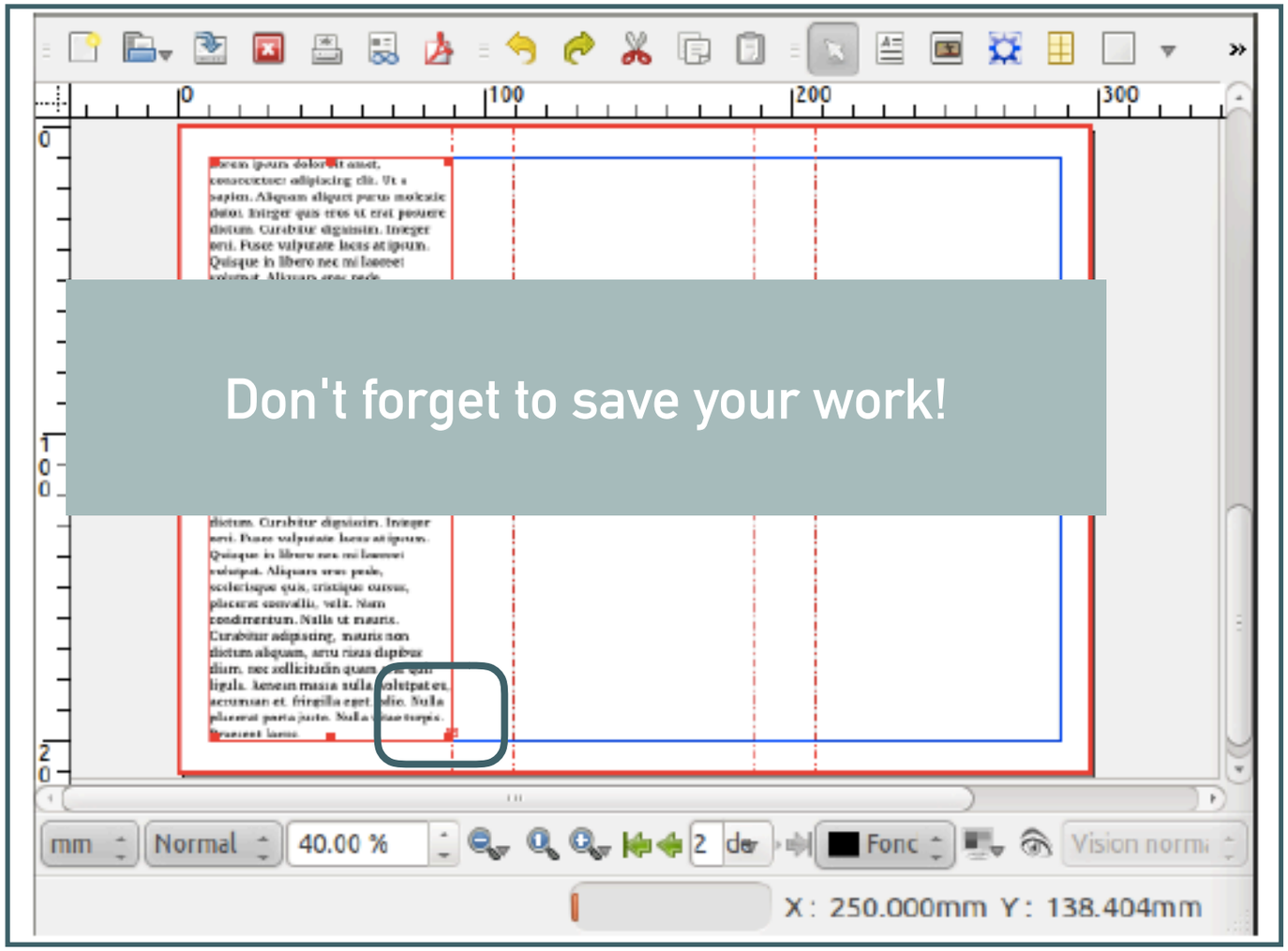

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