

## 01: Welcome

Welcome to the AtEdge program.

This document will help you through the process of submitting your art.

### Contents

- 02 Instructions
- 03 Layout A: Single Image
- 04 Layout B: Single Image / Right Dominant Crossover
- 05 Layout C: Single Image / Left Dominant Crossover
- 06 Layout D: Double Image
- 07 Layout E: Panoramic Image
- 08 Motion / Video Instructions
- 10 No!

## 02: Instructions

AtEdge books are designed to give each participating photographer maximum flexibility for any image format (from extreme vertical to extreme horizontal).

Please follow the simple instructions below.

### Step 1: Pick a layout

- A Single Image
- B Single Image / Right Dominant Crossover
- C Single Image / Left Dominant Crossover
- D Double Image
- E Panoramic Image

### Step 2: Refer to guidelines (pages 03 – 07)

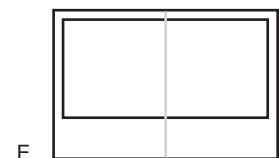
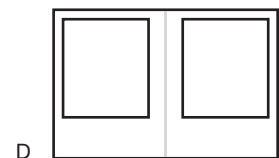
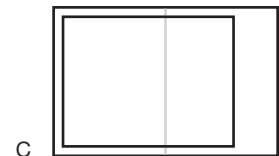
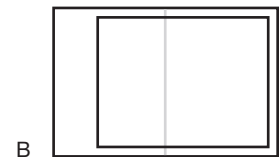
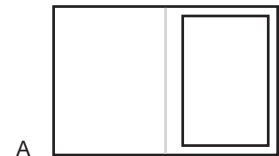
Pages 03 – 07 of this document will help you understand the layout choices available when inserting an image into the AtEdge books.

Pages 08 – 09 will guide you through adding motion / video frames into the AtEdge books.

### Step 3: Use supplied image template

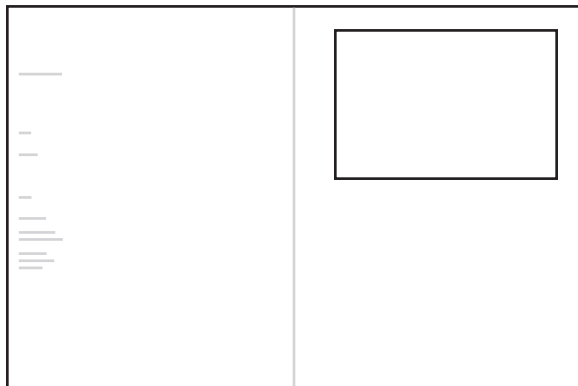
AtEdge must receive exact image size, placement and cropping instructions from each photographer.

We request that all images be submitted as high resolution digital files, placed in the Photoshop template.



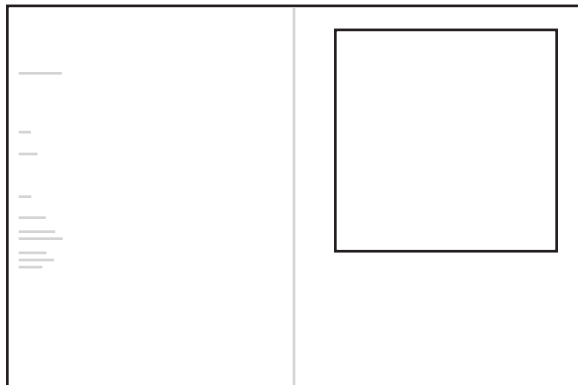
### 03: Layout A: Single Image

All images will have a white border and begin at the top of the page. Please respect the guidelines in the template files.



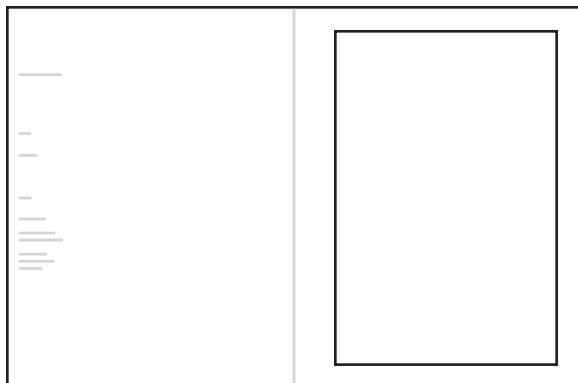
#### Horizontal

Single page horizontal images will start at the top of the page and run from the gutter guideline on the left to the white border guideline on the right. Depth will be determined by the image format.



#### Square

Single page square images will start at the top of the page and run from the gutter guideline on the left to the white border guideline on the right.

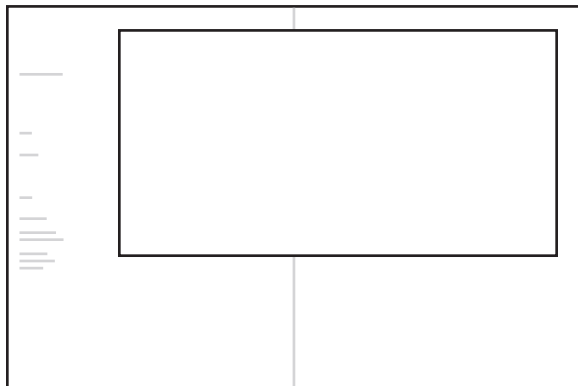


#### Vertical

Single page vertical images will start at the top of the page and run from the gutter guideline on the left to the white border guideline on the right. The image must not go below the white border guideline at the bottom, but may fall above that guideline depending on the image format.

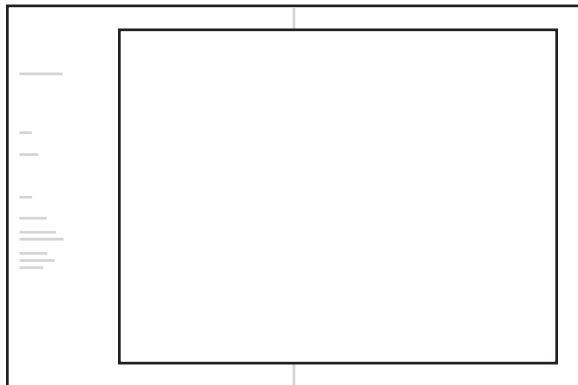
## 04: Layout B: Single Image / Right Dominant Crossover

All images will have a white border and begin at the top right-hand corner of the right page. Please respect the guidelines in the template files.



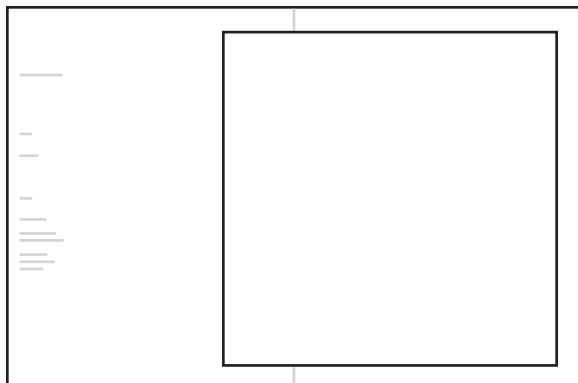
### Extreme Horizontal

Crossover horizontal images will start at the top right-hand corner of the right page and run no further left than the typesetting clearspace guideline on the left page.



### Horizontal

Crossover horizontal images will start at the right-hand corner of the right page and run no further left than the typesetting clearspace guideline on the left page. The image must not go below the white border guideline at the bottom, but may fall above that guideline depending on the image format.

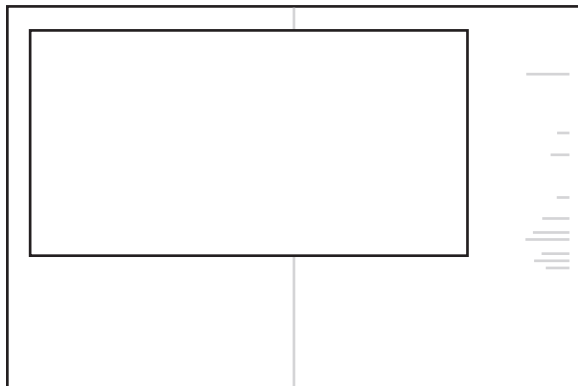


### Square

Crossover square images will start at the top right-hand corner of the right page. The image must not go below the white border guideline at the bottom, but may fall above that guideline depending on the image format.

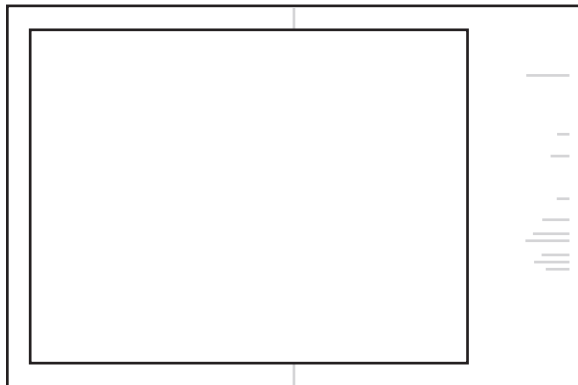
## 05: Layout C: Single Image / Left Dominant Crossover

All images will have a white border and begin at the top left-hand corner of the left page. Please respect the guidelines in the template files.



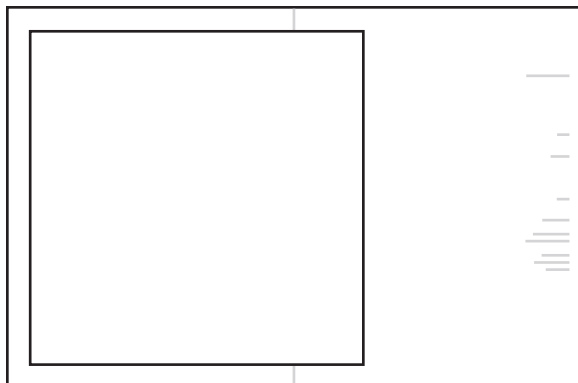
### Extreme Horizontal

Crossover horizontal images will start at the top left-hand corner of the left page and run no further right than the typesetting clearspace guideline on the right page.



### Horizontal

Crossover horizontal images will start at the top left-hand corner of the left page and run no further right than the typesetting clearspace guideline on the right page. The image must not go below the white border guideline at the bottom, but may fall above that guideline depending on the image format.

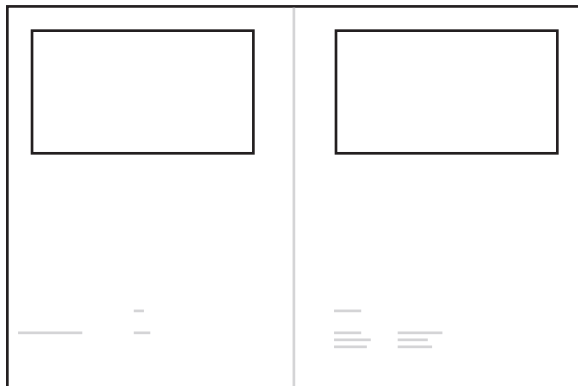


### Square

Crossover square images will start at the top left-hand corner of the left page. The image must not go below the white border guideline at the bottom, but may fall above that guideline depending on the image format.

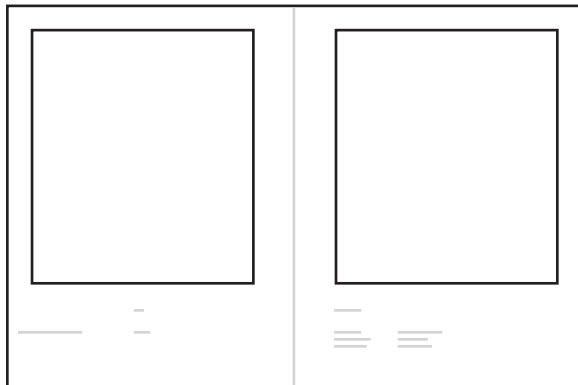
## 06: Layout D: Double Image

All images will have a white border and begin at the top of each page. Please respect the guidelines in the template files.



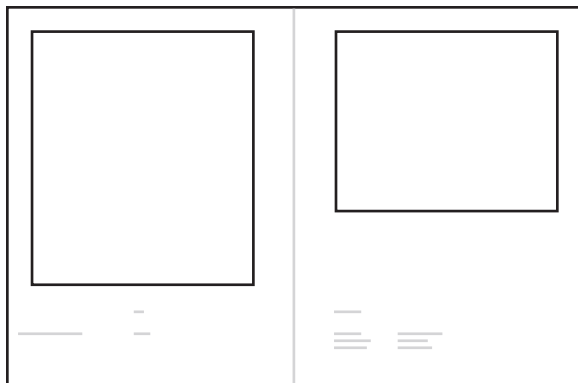
### Horizontal

Double page horizontal images will start at the top of each page and run between white border guidelines and gutter guidelines. Depth will be determined by the image format.



### Vertical

Double page vertical images will start at the top of each page, and run between white border guidelines and gutter guidelines. Depth will be determined by the image format. The image must not go below the typesetting clearspace guideline at the bottom of the page, but may fall above that guideline depending on the image format.



### Mixed Format

In mixed format spreads, both images must start at the top of each page, and run between white border guidelines and gutter guidelines. Depth will be determined by the image format. The image must not go below the typesetting clearspace guideline at the bottom of the page. If an image is too narrow to fit between the white border guideline and the gutter guideline, it may begin at the white border guideline and fall somewhat short of the gutter guideline.

## 07: Layout E: Panoramic Image

All images will have a white border and begin at the top of each page. Please respect the guidelines in the template files.



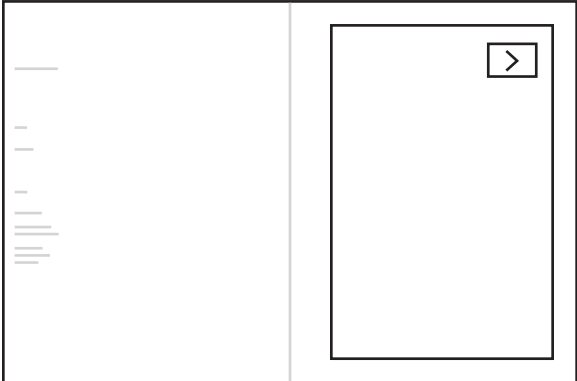
### Horizontal

Panoramic page horizontal images will start at the top of each page and run between white border guidelines. Depth will be determined by the image format. The image must not go below the typesetting clearspace guideline at the bottom of the page, but may fall above that guideline depending on the image format.

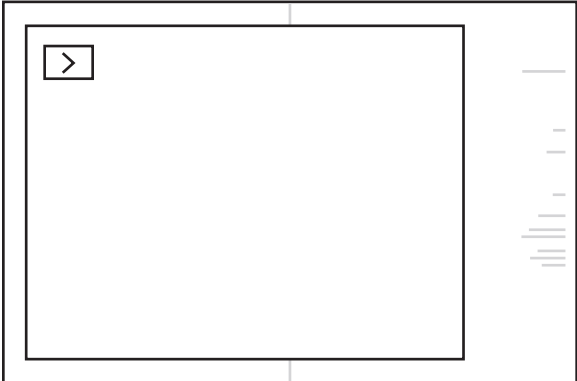


# 08: Motion / Video Instructions

Promote video with a frame from your video. Motion icons are provided in each template to differentiate motion frames from still images. The icons will always be in the upper-outer corner. Please use the white motion icon for all frames except frames with a white background. For frames with a white background, please use the alternative gray icon. Below are various examples of motion icon spreads.



**Video frame in the single image vertical layout**  
Due to the unlimited variations of the bottom margin, the icon will always appear in the upper outside corner.

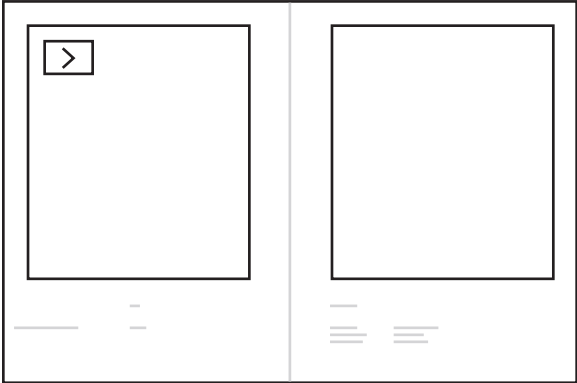


**Video frame in the left-dominant crossover horizontal layout**  
The icon will appear in the left upper corner of the left-dominant crossover layout and in the right upper corner of the right-dominant crossover layout.

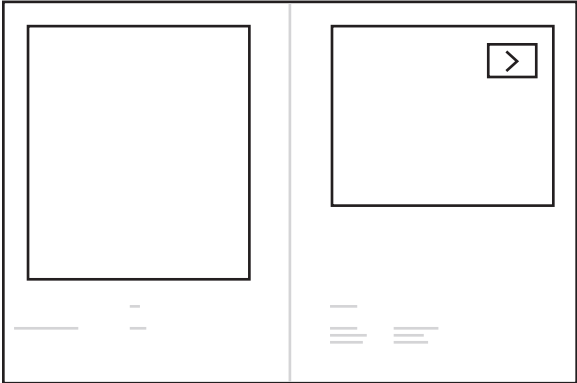


**Video frame in the panoramic layout**  
In the case of the video frame being used in the panoramic layout, the icon will always appear on the right.

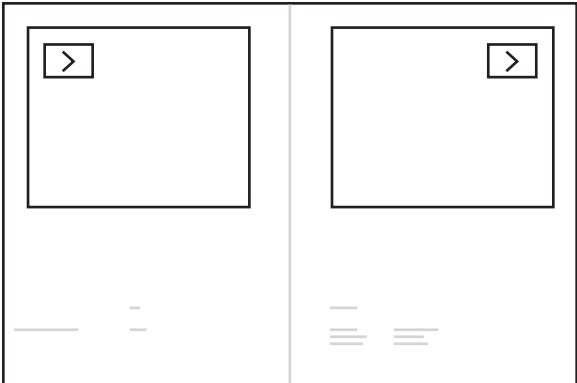
09: Motion / Video Instructions (continued)



Video frame on the left side of the double image layout



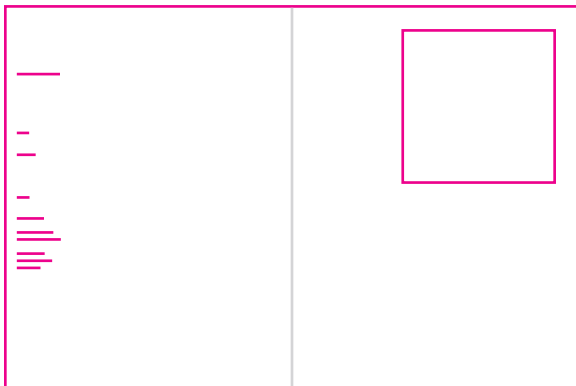
Video frame on the right side of the double image mixed format layout



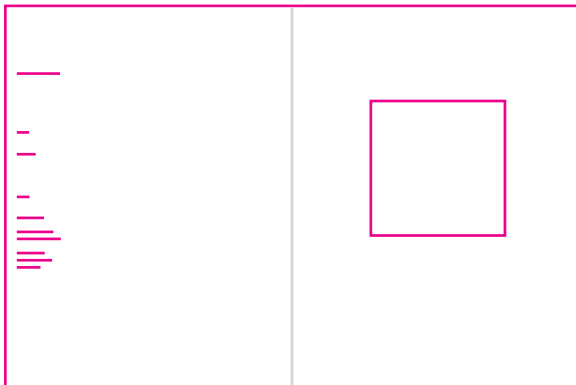
Video frames on both sides of the double image layout

## 10: No!

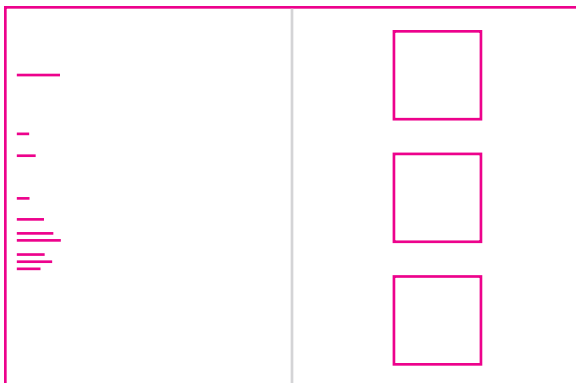
Below are examples of unacceptable layout treatments.



This image does not extend from gutter guideline on the left to white border guideline on the right.

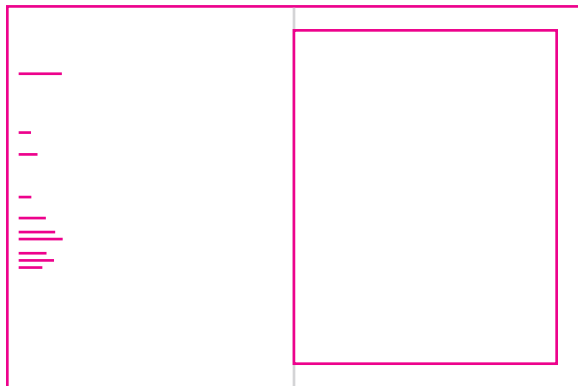


This image does not begin at the top of the page and does not extend from gutter guideline on the left to white border guideline on the right.

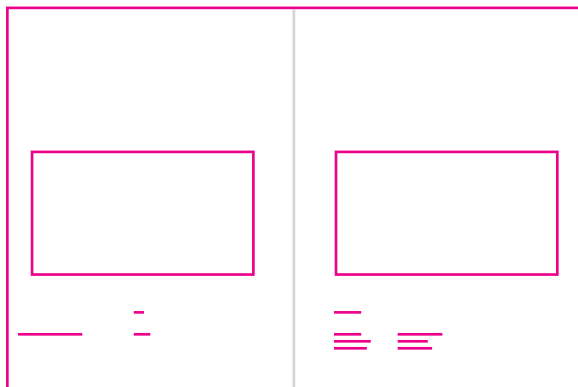


Multiple images on a page are not allowed.

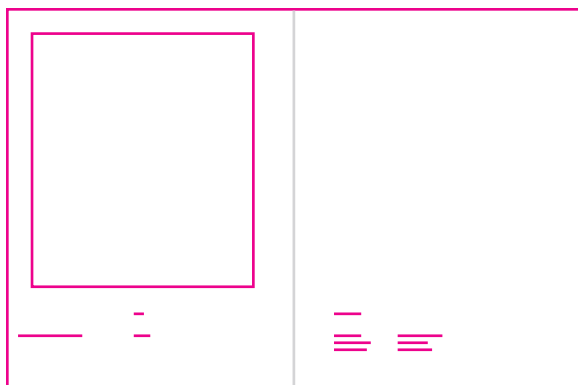
## 11: No! (continued)



This image falls into the gutter. It should run between the gutter guideline on the left and the white border guideline on the right.

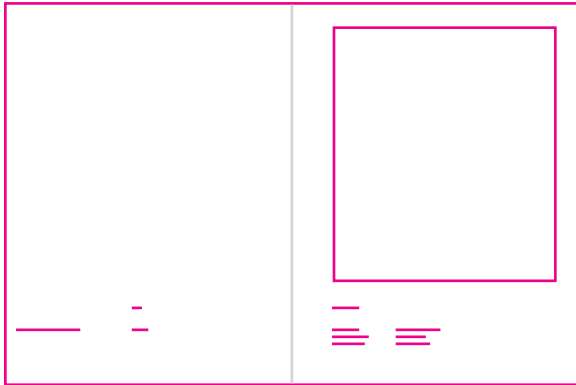


These images should begin at the top of each page.

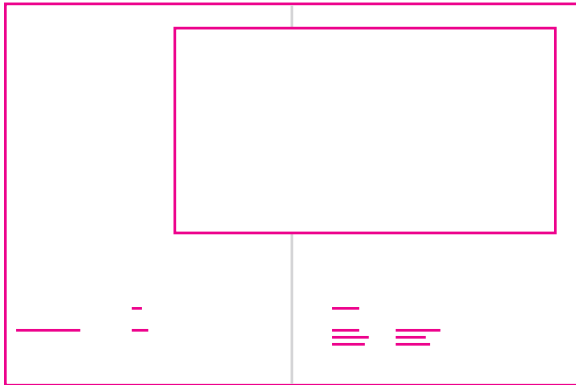


Single page images should always begin on the right page, not the left.

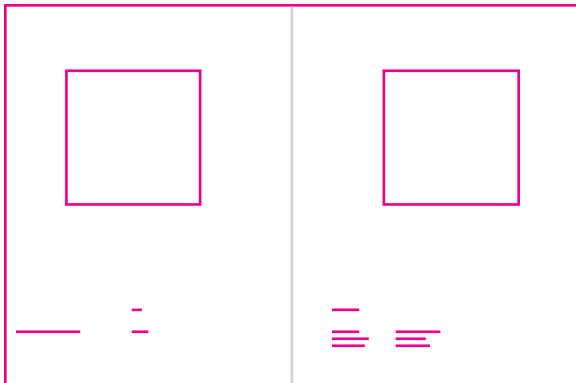
## 12: No! (continued)



Single page images should never utilize a double image template with type at bottom of the page. The correct single page template sets the type on the left page only.

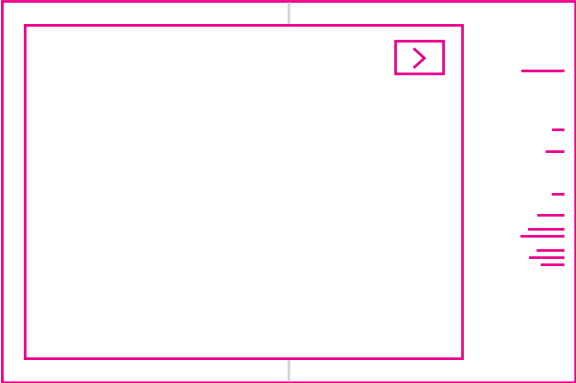


Crossover images should never utilize a double image template with type at bottom of the page. The correct crossover template sets the type on the left page only.

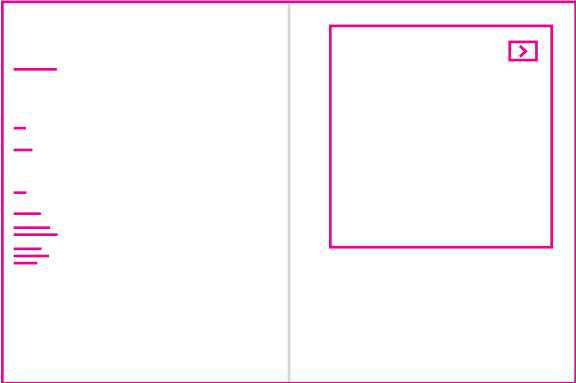


These images do not begin at the top of the page and do not extend horizontally between gutter guidelines and white border guidelines.

13: No! (continued)



Do not change the position of the motion icon. It should always appear in the upper outer corner of the page.



Do not change the size of the motion icon.