

By George Fellner



## Creating Your Photography Book

### Conference Program

General Interest



George Fellner Info >>< <https://necccphotoconference.org/george-fellner/>>

When

Saturday 2:00 pm – 3:00 pm

Where < <https://necccphotoconference.org/maps/>>

Marcus

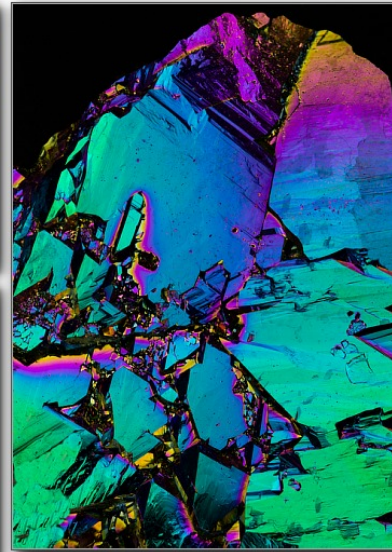
Skill

All levels

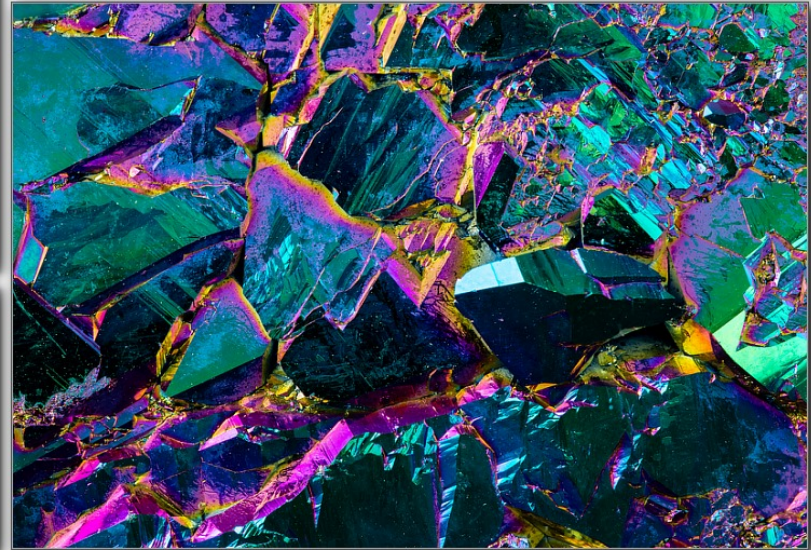
Photographers may ponder the potential notion of creating a photography book. There are certainly numerous components to consider and many options to evaluate. This presentation explores the initial spark for a book idea, theme and message, along with the development of contents. A review of format, text, image, layout, cover design, review/editing, and associated criteria is presented and the bookmaking process with basic strategies is outlined.

Traditional publishing is discussed along with the strategies for submission. In turn, self-publishing is presented with design/layout options, example features, format, content requirements, text specifics, image specifics, and importing information. In addition, there is an outlined review of the upload process for both printed books and eBooks, as well as a discussion about selling platforms and marketing strategies.

Ultimately, the intent of this presentation is to demystify the processes and to inspire photographers interested in the design and publishing of a photography book.



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## George's NECCC Conference Events

Conference Workshops <  
<https://necccphotoconference.org/category/conference-workshops/>>

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**10 Fellner – Architectural Photo Walkabout <**  
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Programs <  
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**Fellner – Architectural Photography <**  
<https://necccphotoconference.org/fellner-architectural-photography-concepts-and-strategies/>>

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Programs <  
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**Fellner – Creating Your Photography Book <**  
<https://necccphotoconference.org/fellner-creating-your-photography-book-design-and-publishing/>>

Read More < <https://necccphotoconference.org/fellner-creating-your-photography-book-design-and-publishing/>>

**04 Fellner – Imaginary Realms: Optimizing Macro Photography of Stones & Crystals <**  
**<https://necccphotoconference.org/4-imaginary-realms-macro-photography-of-stones-crystals/>>**

**[Read More < https://necccphotoconference.org/4-imaginary-realms-macro-photography-of-stones-crystals/>](https://necccphotoconference.org/4-imaginary-realms-macro-photography-of-stones-crystals/>)**

**Speakers <**  
**<https://necccphotoconference.org/category/speakers/>>**

**Fellner, George <**  
**<https://necccphotoconference.org/george-fellner/>>**

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## **Over 200 things to see and do at the conference**

**Pre-Conference Workshops<** <https://necccphotoconference.org/sessions#pre-conference-workshops>**>**

**Workshops<** <https://necccphotoconference.org/sessions#conference-workshops>**>**   **Programs<** <https://necccphotoconference.org/sessions#conference-programs>**>**

**Demo & Interactive<** <https://necccphotoconference.org/sessions#conference-demos>**>**   **Speakers<** <https://necccphotoconference.org/speakers>**>**

**Photo Walks<** <https://necccphotoconference.org/activities#photo-walks>**>**   **Models<** <https://necccphotoconference.org/activities#models>**>**

**Photo Ops<** <https://necccphotoconference.org/activities#photo-ops>**>**   **Extras<** <https://necccphotoconference.org/activities#neccc-extras>**>**

**Competitions<** <https://necccphotoconference.org/activities#competitions>**>**   **Trade Show<** <https://necccphotoconference.org/activities#trade-show>**>**

**Event Info<** <https://necccphotoconference.org/event/>>

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