

Guide to Album Design Process

1. Photo album prices:
 - i. Photo albums will generally require a quote due to the nature of their differing options for construction. For instance, for a wedding album, price can vary between – as an estimate only - £200.00 to £800.00, depending entirely on your choice of album type, number and type of leaves, interleave tissues, number and type of overlays, if you require bespoke overlays, etc, which covers the range from Expressions album to a very high end, luxury bookbound album. Smaller albums fall in the £150.00 to £400.00 price range, again depending entirely on options.
 - ii. All quotes over £150.00 will require an initial deposit of one-third the total quote. This deposit is payable when album design options and layout have been discussed and approved (see section 2 below).
 - iii. Price of album covers all printing materials, colour and artefact correction and several example prints (if required due to any uncertainties in image quality).

2. Photo album design process:
 - i. An album type should be chosen – please see the information on my website at <http://www.chasinggrays.co.uk/wpsite/services-and-products/photographic-accessories/wedding-and-photo-albums/> and associated subpages; for those choosing bookbound and postbound types, you should also see the guides on overlays, and overlays and leaves, respectively.
 - ii. You should then either contact me using the details at the head of this page or through the contact details form at <http://www.chasinggrays.co.uk/wpsite/contact/> to arrange for a download account, or request a download account directly through my website at <http://www.chasinggrays.co.uk/wpsite/client-area/download-accounts/>; otherwise, you can arrange for delivery via CD/ DVD. (any delivery charges incurred, though very likely nominal, will be deducted from your final invoice.)
 - iii. Upload or send the required images (or all images if you want to leave the album construction up to me).
 - iv. I will check your images for quality and to see if any colour or other cosmetic correction is required. I will advise if image quality is not suitable, or advise as to maximum print size; as a guide, JPEG format with a minimum 300 dpi and sRGB colourspace would be required to produce good quality prints in a full-size album. If I feel it to be required, a few example prints can be made at this stage for your consideration.
 - v. If image quality is suitable, or we have come to a reasonable compromise on image size, I will continue with the design proof of your album. This stage can involve as little or as much input as you wish, from leaving all decisions to me to providing a list of images you would like on each page.
 - vi. When the album design is completed, a low quality electronic proof of the design can be put on your download account or sent to you on DVD, as you prefer. I will advise via email when your proof is ready for viewing, and of any additional costs that might be incurred (see section 3 below).
 - vii. When your proof has been approved, or any minor changes negotiated, I will proceed with the final album build. **Please note that in order to proceed, your initial one-third deposit will be payable at this time; as your album construction is bespoke, this**

deposit is non-refundable except under exceptional circumstances. For this reason, I strongly encourage you to take full advantage of the consultation period covering sections 2(v) and 2(vi) before committing yourself to

- viii. Your album build will begin immediately after payment of your deposit. Please note that this process can take anything from three to six weeks, depending on your chosen options, as all albums (with the exception of Epressions albums) are built by hand. The time required for bespoke builds consequently depends on your chosen options.
- ix. When complete, I will send you a final invoice for the outstanding amount, less any costs as defined in section 3(iii), before delivery of your album.
- x. Though all images and pages are inspected for any defects, I would advise that you check your album as soon as possible to ensure everything is to your satisfaction (particularly if the album is intended as a present for someone else) and in any case within 7 working days after you receive it. I *cannot* accept liability for any defects after this period.

3. Additional Costs:

- i. Postage and packing costs are calculated by the total weight of your order; this is calculated in real time through Royal Mail, so the total cost will not be available until you have begun to put items in your basket.
- ii. There may be additional costs for bespoke overlay designs, if they are required. Any costs due to bespoke overlays will be advised in your initial quote (typically, each bespoke overlay will require between £3.40 to £6.00 extra depending on style). Note that it is rare that bespoke designs are required, and are usually only needed for pictures with an unusual aspect ratio.
- iii. Any costs incurred by you for delivery of your images or from purchasing an upload account will be deducted from your final invoice.

4. Image quality:

- i. Out of preference, all images sent should be in JPEG format using either an sRGB or AdobeRGB colour space at 300 dpi as a minimum requirement.
- ii. If your images are not in JPEG format, I can accept a number of image formats – please contact me as in section 2(ii) with any queries regarding image format and quality, or to send me an example image for testing.

5. Conditions of use of upload and download accounts apply:

- i. Accounts will be monitored for inappropriate material. Whilst it remains a last resort, any users found uploading or sharing inappropriate material will have their accounts suspended and any offending materials will be deleted.
- ii. In agreeing to use this upload and download facility, you acknowledge that Chasing Rays Photography cannot be held responsible for the quality of the internet connection to our server. These can vary depending on time of day and week, with peak usage often occurring around 6 pm. If you experience repeated problems, please contact me as detailed in 1(i) or 1(ii) to make alternative arrangements for delivery of your files.
- iii. A fair usage policy (15 files total, 20 Mb per file, 300 Mb total upload *for each upload session*) applies. If you wish, you may use multiple sessions to upload multiple files.

6. Further details on upload and download accounts:
 - i. See the documentation at <http://www.chasingrays.co.uk/wpsite/client-area/> and <http://www.chasingrays.co.uk/wpsite/price-lists-and-guides/>.