

## About Print On Demand

Print On Demand is the technology for printing books that allows printing of one single copy or several hundreds. A Print On Demand book is usually printed on some type of Photo copier. My printer uses a XeroX iGen3.

This is my workflow

1. Refine a photograph or create an image in Photoshop.
2. Adjust image in Photoshop for iGen3 output.
3. Create an InDesign document.
4. Place images in InDesign.
5. Export a pdf file.
6. Deliver pdf to printer.

The process, especially learning to colour correct for output, has a learning curve, which will vary in steepness, depending on an individuals skill set.

I print proof copies to catch errors and then print 15 copies. Some of these go to The National Archive in Ottawa, Canada, some go to the Copyright Office, Library of Congress in Washington, DC. I like a couple of copies for myself and my wife wants one. The other half are for personal promotion use, such as presentations to curators and gallery owners.

When additional copies are required, I print one to five copies.

Each book is signed by hand and numbered.

Because of the limited quantities, my print costs are very high, but my inventory is very low. This is the reverse of conventional commercial printing of books.

I see the transition from “art prints centric” to “art book centric” as simply an extension of making art. You should think of these books, just like the prints, as an alternate form of art work, rather than as books, a commodity.