

Types of Image Driven Books

THREE IMPORTANT QUESTIONS:

Who is the target audience for your book?

How do you expect your final book to look?

Where will your book be displayed?

CHOOSING A TRIM SIZE:

The trim size refers to the actual page size, not the finished size of the hard bound book.

The chart below shows typical trim sizes for image driven books that work with standard paper sizes. Dimensions are width × height

ORIENTATION: L = landscape

P = portrait

1. *As a designer I consider all the elements and sizes of imagery before choosing a trim size.*
I recommend browsing in bookstores or visiting the library to get an idea of the types of illustrated books available as well as the different trim sizes. Illustrated books have a bigger variety of trim sizes than text driven books. Below are a few of the most common types of image driven books with typical trim sizes that I've designed.
 - A. COFFEE TABLE BOOKS** that rely primarily on full page images with captions.
 - B. MONOGRAPHS** which have in depth writing by a specialist in a specific field and images interspersed throughout the text.
 - C. EXHIBITION CATALOGUES** which show all images from a specific museum exhibition along with multiple essays by curators and/or historians about the artist's work. The essays are usually at the beginning of the catalogue in a separate section.
 - D. COOKBOOKS/CRAFT/HOW-TO BOOKS** which feature photography along with detailed instructions, charts, tables, and/or line drawings.
 - E. POSTCARD BOOKS** that consist of tear-out postcards of individual works of art from a museum collection.

TYPE OF BOOK	TRIM SIZE/INCHES	TRIM SIZE/MM	ORIENTATION
COFFEE TABLE BOOKS	12 × 9	305 × 229	L
	10 × 12	254 × 305	P
	10 × 11	254 × 279	P
MONOGRAPHS	8 ³ / ₈ × 11	215 × 279	P
	8 × 10 ¹ / ₂	205 × 270	P
	8 ¹ / ₄ × 10	210 × 254	P
EXHIBITION CATALOGUES	9 × 12	229 × 305	P
	9 ¹ / ₂ × 11 ¹ / ₂	240 × 292	P
	9 × 11	229 × 279	P
COOKBOOK/CRAFT/HOW-TO	8 ⁵ / ₈ × 11	221 × 205	L
	7.5 × 8	191 × 205	P
	7.5 × 9.5	191 × 240	P
POSTCARD BOOK	6 ³ / ₄ × 4 ³ / ₄	171 × 121	L