

Art of Magic and Light® Walk Through PART 1

Request a new album design by going to “add album Design”. You must agree to our design studio policy.

Photographer Admin - 122877 log out

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Add Album Design
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Request an Album Design

Design Studio's Album Design Policy

- Albums designed by ACI will be posted to your EventProofs account for review in approximately 3-5 working days.
- We cannot change the aspect ratio of an album after completion (Example: 10x10 to an 8x10). This would require a cancellation of the existing design and a new request made for its replacement. (Additional \$45.00 design fee applies.)
- Please make a new design request for Parent Albums that will be a design with a new favorites list or image set (additional \$45.00 design fee applies).
- If you would like an existing main album to be re-designed as a parent/companion or sample album requiring page or cover revisions, please make a new design request and contact customer service to have the original design posted online. (Additional \$45.00 design fee applies.)
- If this is an event, the images need to be in chronological order of the days event. The design will be laid out in the order your images are submitted. The images need to have leading zeros for example, 00001.jpg, 00002.jpg, etc. In the event where you images do not have leading zeros the design request will be sent back to be renumbered and resubmitted.

Revisions.

- We will make 3 rounds of revisions free of charges (a round of revisions is when we make multiple changes to multiple pages and re-post a new version of the design for review). Additional revisions after 3 rounds will be charged \$15 per round.
- Please review all of the comments from your client prior to sending the revision request to the lab. (Additional artwork or files may be required).
- Your album design is based off the selected style allowing for 3 free rounds of revisions to further customize within those style guidelines. Please state in special instructions any specifics for design within your album. Our designers are highly trained and design within the design style chosen. No refunds are given on designs if you or your customer do not approve the design for print.
- In the event that the album is not approved within two years of the album being designed, the album design will be marked as abandoned. To make the design live again, it will be an additional \$45 design fee. We cannot guarantee designed files for longer than two years.

Check to Agree with Album Design Policy.

I Agree ☐

Summary

Then choose what type of design you are needing. You can still request a standard album design or an Art of Magic and Light®.

Request an Album Design

Design Type

Which of the following albums do you want to order?

Design Type

☐ Standard Album Design

☒ Art of Magic & Light®

Cancel Start Over Back Next

Art of Magic and Light® Walk Through PART 1

This will take you into our Art of Magic and Light® design policy. You must agree before you are able to move on.

The Art of Magic & Light® Design Policy

By using Larry Hersberger's Art of Magic and Light® service from ACI, you agree that the magic effects, poetry, and backgrounds are licensed and exclusively the property of Larry Hersberger. In addition, American Color Imaging has the exclusive printing rights to the Art of Magic and Light and I agree to utilize American Color Imaging as my print provider.

Turnaround: 3-5 Business Days

Turnaround times may vary during peak seasons

The quality of image uploaded may affect turnaround times and the quality of the finished magical image.

Both a Stripe account and a Standard Price list named "Art of Magic and Light" must be created before submitting a design request.

Album Design with Magical Artwork

The magic and design process/online system (through EventProofs and Design Studio) will be \$100 for your images and includes:

- Color correction
- Recommended magic artwork
- Gallery upload
- Album Design
- One free round of revisions
 - Subsequent revisions will be charged at \$15 per round.
 - Additional magic to be added will be billed at our standard price of \$60 per hour.

The images will be placed in a special Santa section of our Design Studio software. Once the album is approved the high-resolution magic files will be available for download.

Image Requirements before submitting request:

- Images for the story must be submitted in the proper storybook sequence
 - (Example: Page1.jpg, Page2.jpg, etc).
- Book and box cover images must be specified in the file names
 - (Example: page1_CoverFront.jpg, Page2_CoverBack.jpg, etc).
- Images must have been edited according to Larry's standards in Lightroom before uploading
 - The quality of image uploaded may affect turnaround times and the quality of the finished magical image.
- Artwork should be done before uploading images.
- Images must be cropped so nothing outside of the desired portion of the images shows

Images Only with Magical Artwork

For magical artwork on images only, there will be a \$15 per image charge, which includes:

- Color correction
- Recommended magic artwork
- Gallery upload

The high-resolution magic files will be available for download after the magic is completed by our team and you are notified by email.

Image Requirements before Submitting Request:

- Images must have been edited according to Larry's standards in Lightroom before uploading
 - The quality of image uploaded may affect turnaround times and the quality of the finished magical image.
- Artwork should be done before uploading images.
- Images must be cropped so nothing outside of the desired portion of the images shows

Please be sure to follow all requirements and specifications before submitting any request. Requests not following these specifications will be cancelled and require a new request submission.

If you are planning on doing Online Sales: Both a Stripe account and a Standard Price List named "Art of Magic and Light" must be created before submitting a design request.

Check to Agree with the Art of Magic & Light® Design Policy.

I Agree

☐

✕ Cancel

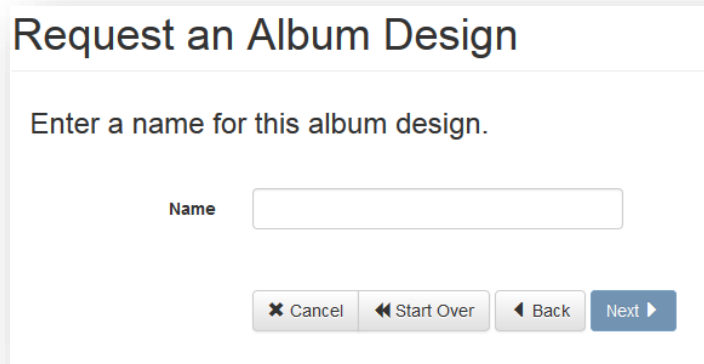
⏪ Start Over

⏪ Back

Next ►

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You will request a name for the order, must be specific. This is also used as our reference text for the order.

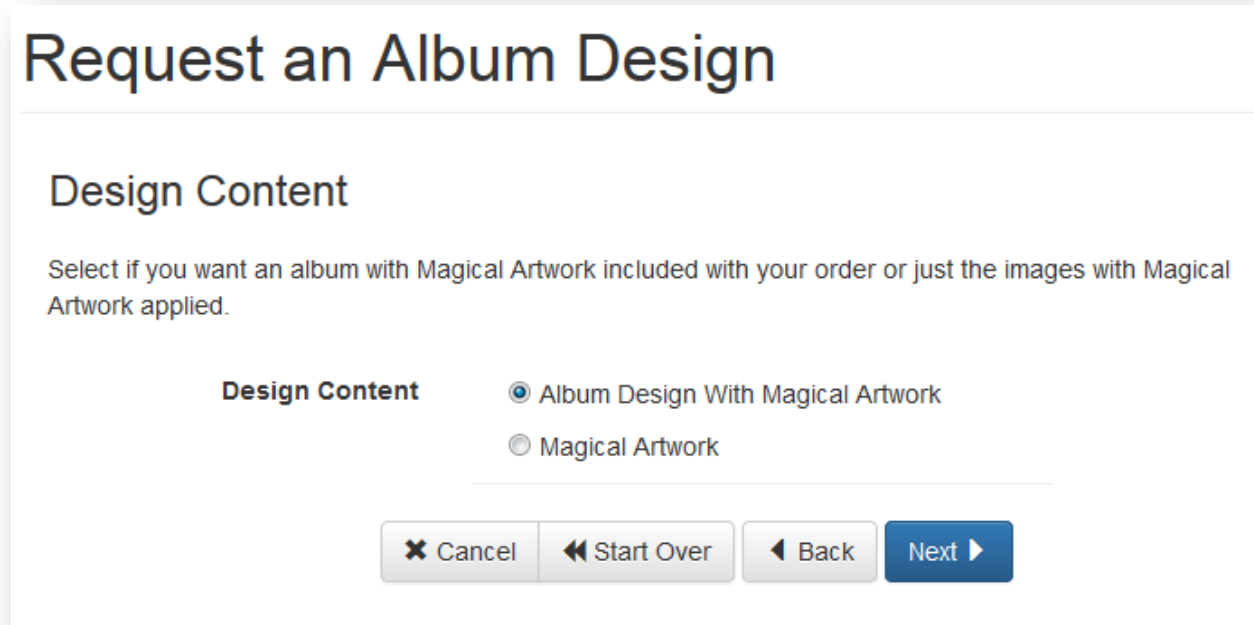


Request an Album Design

Enter a name for this album design.

Name

Then you will choose what type of order you would like. You are able to choose between Album Design with Magical Artwork or just Magical Artwork on the images only.



Request an Album Design

Design Content

Select if you want an album with Magical Artwork included with your order or just the images with Magical Artwork applied.

Design Content

☒ Album Design With Magical Artwork

☐ Magical Artwork

If you choose just **Magical Artwork**, it will ask if you want your images color corrected and then special instructions.

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Request an Album Design

Color Correct?

Select if you would like all images color corrected.
Currently included with album design.

Color Correct Images

☒ Yes

☐ No

✕ Cancel

⏪ Start Over

⏪ Back

Next ▶

Special Instructions:

Do you have any special instructions for this order?

1500 character limit. If you require more, please [email our album design team](#) your instructions.

Instructions

✕ Cancel

⏪ Start Over

⏪ Back

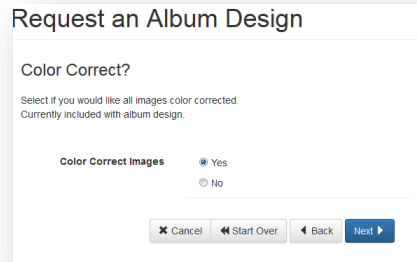
Finish ▶

You will click Finish and then you will upload the images to us. We will complete the magical artwork and add the images to a gallery online on Eventproofs. You can then download your high resolution images and order through the Magical Santa ROES system.

Per terms and conditions: For Magical Artwork on images only, there will be a \$15 per image charge, which includes recommended magic artwork, color correction, and gallery upload. The high-resolution magic files will be available for download after the magic is completed. Any additional magic needed will be at \$60 per hr charge.

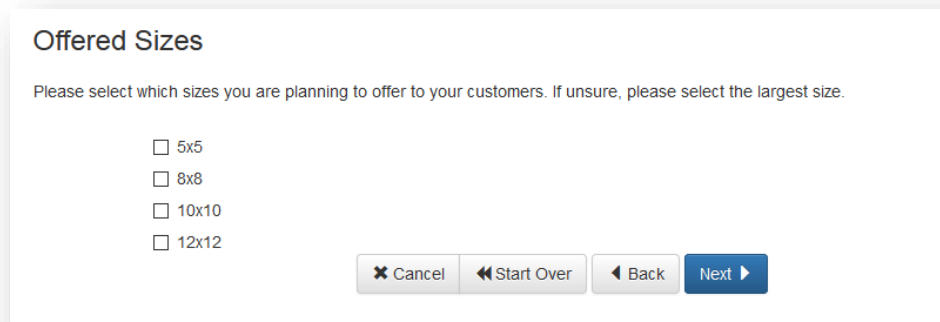
Art of Magic and Light® Walk Through PART 1

If you choose **Album Design with Magical Artwork** it will take you through the album design questions. You will first need to choose if you want the images color corrected.



The screenshot shows a web form titled "Request an Album Design". Below the title is a section titled "Color Correct?". Under this section, there is a line of text: "Select if you would like all images color corrected. Currently included with album design." Below this text are two radio button options: "Color Correct Images" followed by "Yes" (which is selected with a blue dot) and "No" (which is unselected with a grey dot). At the bottom of the form are four buttons: "Cancel" (with an 'X' icon), "Start Over" (with a double left arrow icon), "Back" (with a single left arrow icon), and "Next" (with a single right arrow icon).

The next question will ask what size of album you planned on offering to your customers.



The screenshot shows a web form titled "Offered Sizes". Below the title is a line of text: "Please select which sizes you are planning to offer to your customers. If unsure, please select the largest size." Below this text are four unchecked checkbox options: "5x5", "8x8", "10x10", and "12x12". At the bottom of the form are four buttons: "Cancel" (with an 'X' icon), "Start Over" (with a double left arrow icon), "Back" (with a single left arrow icon), and "Next" (with a single right arrow icon).

You will then need to fill in the back cover text info. We need the child(ren)'s names to add to the first spread and to the back of the book.

- If there are more than 3 children it will say the children on the first page and we will still list the names on the back cover.
- If you have 3 or less, we will list out their names on both the first page and the back cover. See example of back cover below.
- If you leave web address blank, then the comma before it will disappear.

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Request an Album Design

Back Cover Text

The following text will be added to the back of the cover. Please fill in the following blanks and ensure the spelling is correct. This text will be printed as submitted. [Click Here](#) to see an example.

Click on a text field below to change.

Magical Santa, Featuring

Is Written By Larry Hersberger, Art of Magic and Light.

Photography By ,

✕ Cancel

◀ Start Over

◀ Back

Next ▶

(Back Cover Example)



Next you will choose the Design Story. (i.e. which storybook you are wanting)

- Christmas With Santa (Christian Book)
- Dreaming of Santa (Whimsical Book)
- Magical Santa (Mini Book)

Art of Magic and Light® Walk Through PART 1

Design Story

Select which album story design you would like for this album.

Stories

☐

Christmas With Santa

This nostalgic, family oriented book features a poetic and whimsical story of your child's dream on the night before Christmas. Your child dreams of visiting Santa at the North Pole. A fun, magical, and Christian theme is woven into the poetry.

12-13 Required Images

[Click Here](#) to view an example.

☐

Dreaming of Santa

This nostalgic, family oriented book features poetry describing a whimsical and magical story of your child's dream of visiting Santa on the night before Christmas.

12-13 Required Images

[Click Here](#) to view an example.

☐

Magical Santa

This nostalgic, family oriented "mini" book features poetry describing a whimsical and magical story of your child's dream of visiting Santa on the night before Christmas.

7-8 Required Images

[Click Here](#) to view an example.

The last question will ask if you plan on selling an Photographic Album Box

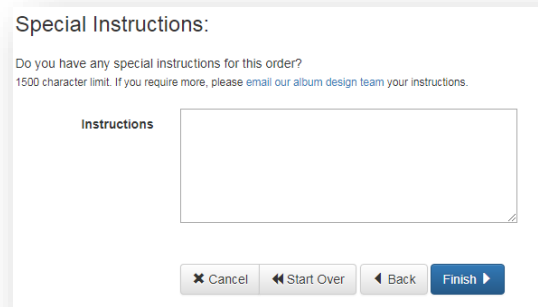
Design Album Box

Do you want us to design a photographic cover for an album box?

Design Album Box ☒ Yes
☐ No

Art of Magic and Light® Walk Through PART 1

Next you will fill in any Special Instructions.

A screenshot of a web form titled "Special Instructions:". Below the title, it asks "Do you have any special instructions for this order?" and provides a "1500 character limit. If you require more, please email our album design team your instructions." Below this is a large text area labeled "Instructions" with a small icon in the bottom right corner. At the bottom of the form are four buttons: "Cancel" (with an 'x' icon), "Start Over" (with a double left arrow icon), "Back" (with a single left arrow icon), and "Finish" (with a single right arrow icon).

Once you hit Finish you will be taken to the Uploader to upload the images to us. Images should be in chronological order with filenames with leading zeros (i.e. 0001, 0002..)

Important Album Design with Magical Artwork facts:

- The album is always in a square format (i.e. 12x12, 10x10, etc.)
- Always has a full wraparound cover (Canvas or photographic)
- 1st revision is free. And subsequent revision will be at \$15 per revision.
- Any additional “magic” artwork you need added will be at a \$15 per ¼ hr charge (even if it falls within the 1st revision).
- If the designer notices that an image is out of order from overall Storybook text, it is up to their discretion on if it is moved. So it is imperative that studios submit their images in the proper order.
- Once the album design is approved, high res downloads of the images from the storybook will be available as a gallery in your Eventproofs account under Galleries>All Galleries.
- If magic is done by the studio, but you want us to layout the album for you that \$100 design fee still applies!

Once we complete the Magic and Album Design we will post the presentation. You will then be able to make 1 free revision. After you use the 1 revision you will be charged \$15 per revision. We will also post the Magical images as a gallery onto their Eventproofs account so you can order products through Eventproofs or download the high res files and place your order through the Magical Santa ROES.