

Course Material for Projects, Zines and Photobooks
Four Week Fully Mentored Photobook Workshop
Designing a Great Photobook Like a Professional – from Concept to Printing using Affinity
Publisher with Stewart Wall

Weekly Agenda

Week 1: The Foundations of a Great Photobook

Theme: Creating the Assets (Photography, Text, Concept) & Understanding Photobooks

We begin the course by developing understanding and strong foundations associated with photobook design. While it's tempting to jump straight into design with Affinity Publisher, the most successful photobooks are built on carefully prepared content and a clear concept.

This week is all about understanding what makes a photobook great, developing your own idea, and preparing your materials for design.

By the end of Week 1, you should have:

1. A clear understanding of what a successful photobook looks and feels like
2. A strong concept and a clear sense of the experience you want to create for your audience
3. An organised folder of assets, including your images, text, and other key elements
4. A set of images for your photobook
5. A Sequence for your images
6. Text and a title for your photobook
7. A group of folders and sub-folders with all your images and text in ready for week 2, the start of the Affinity Publisher design phrase.

Week 2: Affinity Publisher – Design Basics

With your assets and concept ready, we begin working in Affinity Publisher 2 to create your initial photobook layout. This week focuses on the fundamentals of designing your photobook using the tools and techniques within the software.

By the end of Week 2, you should have:

1. A solid understanding of Affinity Publisher's layout tools and features
2. An initial design draft, including image/text sequencing and pairings
3. A vision for how to refine and strengthen your photobook moving forward

Week 3: Design Refinement

Now that you have a working draft, it's time to review, rethink, and refine. This week is about elevating your book—enhancing the visual flow, strengthening your concept, and fine-tuning your sequencing.

Iterating is a normal part of the process—many photobook designers create multiple drafts before settling on a final version.

By the end of Week 3, you should have:

1. A refined, print-ready photobook design
2. A concept that feels resolved and powerful
3. First-hand insight into what transforms a book of photos into a truly great photobook

Week 4: Final Edits, Printing, and Finding an Audience

In our final week, the focus shifts to production and promotion. You'll be preparing your file for printing and exploring how to share your photobook with the world.

Photobooks offer a powerful way to communicate your vision and connect with new audiences—whether through exhibitions, photobook fairs, online platforms, or personal networks.

By the end of Week 4, you should have:

1. Your photobook file sent to the printer
2. A plan for what comes next—how you'll present, promote, or distribute your work

Final Zoom Meeting – Sunday, August 31st at 6:00 PM

This wrap-up session gives us all time to receive our printed photobooks, reflect on the process, and share outcomes. It's also a space to talk about your next steps, future projects, and how to stay engaged with the photobook community.