

Eureka Photoshop Users Group

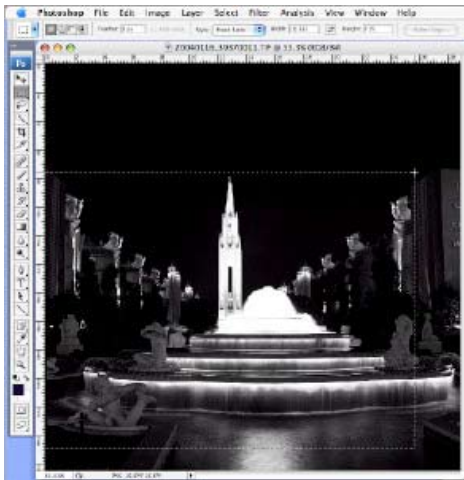
September 22, 2007

Greeting Card Tutorial Notes

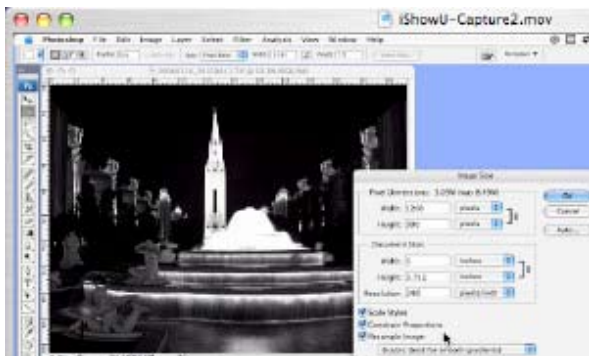
We're going to cover the creation and printing of greeting cards on standard 8.5 by 11 inch size paper. A card stock weight paper should be used. I use Epson Enhanced Matte for most everything.

A little math first. We want to print two-up on the letter size paper. That means that each unfolded card will be 5.5 by 8.5 inches. Folded, each card will be 5.5 by 4.25 inches. An A2 size envelope, which is 5.75 by 4.375" is just the right size envelope for this card. A2 envelopes are also easy to find. The image will be 5 by 3.75" and a 0.25" border all around it.

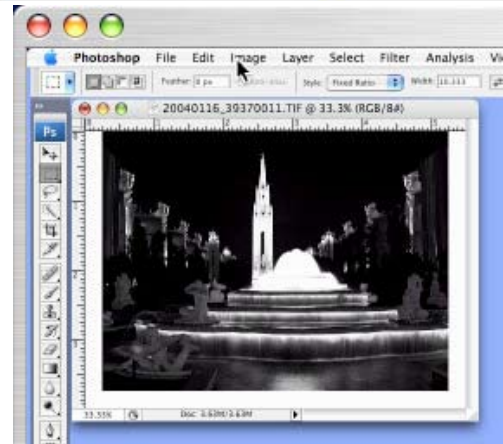
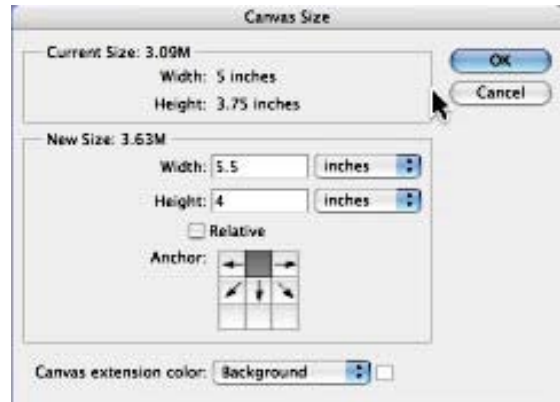
The first step in Photoshop is to open the image. Using the Marquee tool with a fixed ratio of 5.5 by 4.25 we build a crop area. Placing the rectangle in position can be done with the arrow keys or the Move tool. Now use the Crop tool in the Image pulldown menu to crop the image to the marquee rectangle. Type Ctrl-D to deselect the rectangle.



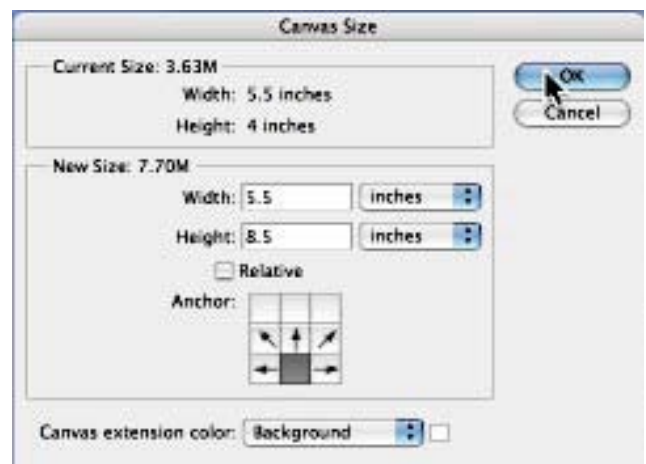
The image is still way too big for the card. We'll use Image Size from the Image pulldown menu to do this. We need some margin for space around the card. The width is set to 5" and the height to 3.75". Resolution is set to 240. Bicubic Sharper is used for reducing the size of the image.



Now that the image is the right size to fit on the card, the canvas underneath it needs to be enlarged. Select Canvas Size from the Image pulldown menu. This needs to be done in two stages. First, make sure that the Relative box is unchecked. We can adjust the final width but only part of the height. The image will need to be centered on the bottom half of the card so we'll use the 0.25" margin we've allowed below the image. Click OK.



The canvas will need to be extended upwards 4.5". Go back into Canvas Size. Anchor such that only the up arrow is showing. We will only change the height. Enter 8.5". Click OK.



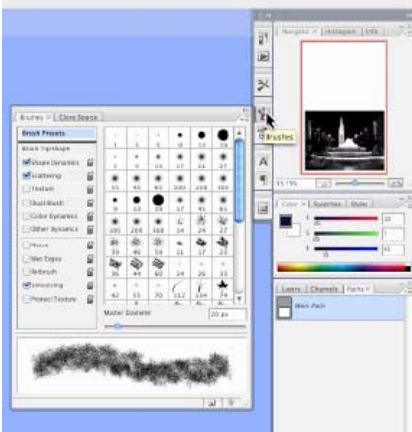
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The card image should now look like this.



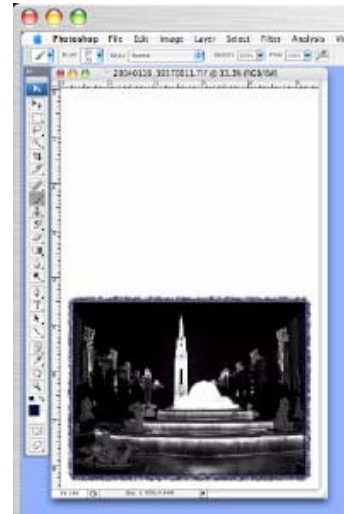
I wanted to add a little pizzazz to this picture with an image border. Going in to the Brush panel, I selected a brush preset and played with it until I liked it.



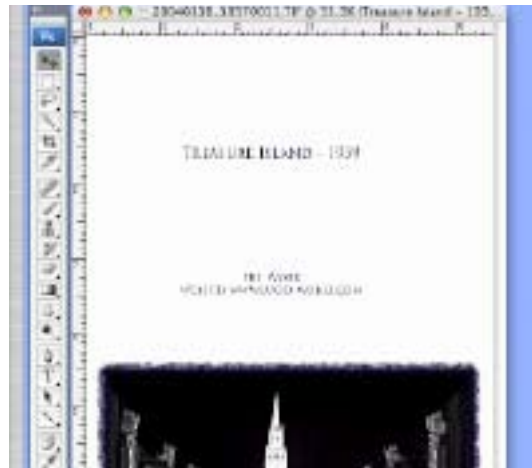
With the Marquee tool again, not changing any setting from before, I click a corner of the image and drag to the opposite corner. In the Path palette's option menu, click Make Work Path. Also in the Path palette's option menu, click Stroke Path.



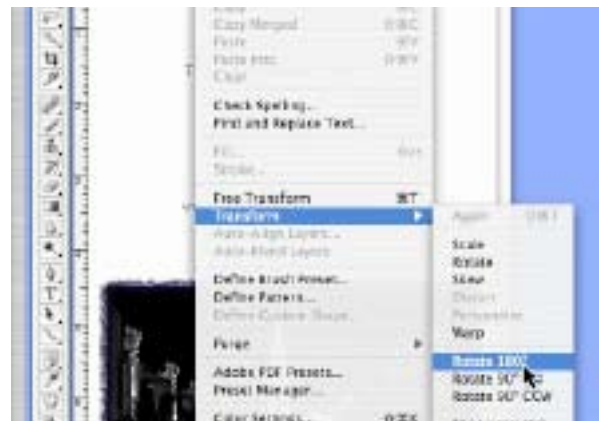
The card should now look like this.



We'll need some text on the back of the card to show the title and contact information. Use the Text tool and just type it in. This will create a new layer.



Once the card is folded, the text will be upside down. We need to turn the text over. Using the Transform tool, rotate the text layer 180°.

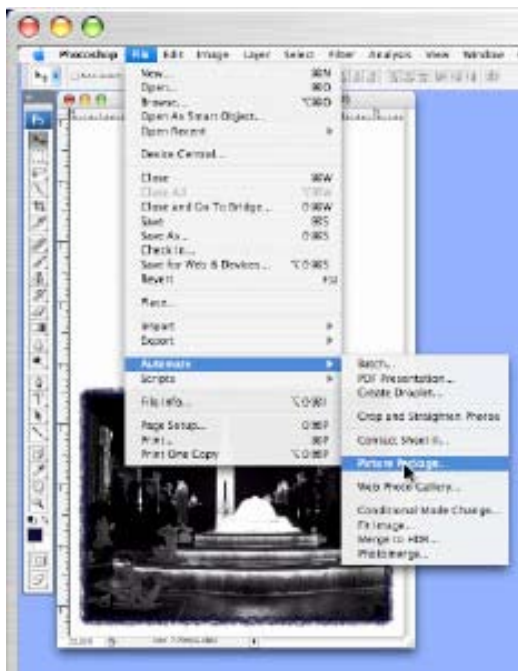


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After the text has been rotated, use the Move tool or the arrow keys to move the text into position. Flatten the image from the Layers pulldown menu. It's a good time to save the image. This image I'd call TreasureIsland_A2Card.psd.

Now that we have one card, we want to create a Picture Package with two copies of it on one 8.5 by 11" canvas. From the File pulldown menu, choose Automate>Picture Package.



If your paper size doesn't show up, click Edit Layout and create a new layout.



Click OK and the Picture Package script will run and create the following. The script creates the two-up image on a new layer. Flatten the image from the Layers pulldown menu.



Print, cut the two cards apart, score the center-line of each card, fold, and you're done.