

DIG Presentation Card Making

By Vern West May 5, 2009

First open an image and crop it to 4.25 by 6.25 300 resolution. (Vertical) In all cases if you are doing a horizontal picture (card) the dimensions given here are reversed.

Pull down IMAGE then CANVAS SIZE (Alt Cntrl C)

- Set 4.375 & 6.375 for size, anchored in the center of the grid (default) and white for canvas extension color.

Pull down IMAGE>CANVAS SIZE again and set to 4.625 & 6.625

- For canvas extension color choose the color picker and either pick a color in your image or make up one. This will make color band around the card that is a little larger than the white band in the last step
- Choose centered again.

Set canvas size one more time and make it 5 by 7 in white & centered to finalize the card in a standard 5 by 7 greeting card

Set canvas one last time to 10 x7, white color but this time choose the Right Center of the grid as the anchor point. This makes the card the final size to print out on standard card stock.

Pull down VIEW >NEW GUIDE and set a guide at 2.5 inches vertical. Set a second guide at 6 inches horizontal. This gives you a visual place to put a logo and any title that you want to use.

I usually put both a title and the year that it was taken. I also add a logo that I designed that includes our copyright as well.

You can print out something on the inside of the card as well. For example

- Create a new document 7inches by 10 inches
- Put in some guide lines at 5 inches, 6 inches and 9 inches Vertical.
- Put in Guides at 1 inch and 6 inches Horizontal
- This gives you a box showing where to put you inscription with out getting too close to the edges and centered.

Other options exist. Make the picture small enough to get a phrase on the front of the card, such as HAPPY BIRTHDAY or CONGRATULATIONS.

That was the completely manual way of creating a card.

This way is fine and probably the way to go if you only occasionally make a card. If you want to make a lot or make them frequently, the process can be speeded up somewhat.

- The first thing that we want to do is make four new documents.
- Choose FILE>NEW (or Ctrl N) to make a document (all should be 300 resolution and 8 bit)
- First - 5 inches by 7 inches and white color. This will be the card.
- Second – 4.625 inches by 6.625 inches and make it some color other than white. This document will be the color band around the picture.
- Third – 4.375 inches by 6.375 inches and white. This will be the white band around the picture.
- Fourth – 4.25 inches by 6.25 inches and white or some other color. This will be the picture.

Now click on the 2nd document to make it active. Choose the Move Tool (Type V). While holding down the SHIFT key, drag the 2nd document over the 1st document. This will add the 2nd document as a layer in the 1st. Holding the SHIFT key insures that the color layer is centered in the 5x7 document.

Click on the 3rd document to make it active and again while holding down the SHIFT key drag and drop it on top of the color layer. It should be centered and a new layer.

Finally make the 4th document active and drag and drop while holding the SHIFT key down to center it on top of the 3rd layer.

Now you should have a document opened with 4 layers. I usually name each layer to help me remember what their purpose is. You can close the other documents as we no longer need them.

The last thing to do is make the rest of the card by IMAGE>CANVAS SIZE and set it to 10 x7 with the anchor to the right center. Then put you logo/copyright and title on the back. Save this file as “Template or something that you will remember.

Now the fun begins!

- Make the Picture Layer (Document 4 from above) active. Then choose SELECTION>LOAD SELECTION and click OK. This makes the selection into which we will place our image. This may be an undocumented feature (anomaly) in Photoshop.
- Pick a photo that you have already cropped to 4.25 by 6.25 at 300 resolution and

FILE>PLACE it into the card that you just created. You do not have to cropped it first because it can be sized after it is placed but I find it much easier to do it this way. It is placed as a Smart Object so you can change it in the future and the updated version will be used. Just remember you cannot move the image file to another folder after the fact. Photoshop cannot find the file if you do. Double click on the image in the LAYERS PALLET to edit the picture.

- Next pick a color that you would like to make the border color Either pick the EYEDROPPER TOOL or just type the letter i. Then make the COLOR LAYER active and use the paint bucket (or type the letter g) and make that layer the color that you just chose (FOREGROUND COLOR).

There you have a quicker method to make up cards after the initial setup is completed. Don't forget to SAVE AS or create a New Document by clicking on the left most icon under the history pallet. It looks sort of like a new PS Screen.

Here are some helpful websites and information

After considering paper, ink and an envelope, these cards cost around one dollar to make.

Envelopes are available for the below suppliers as well as at most office supply stores. I buy mine at Paper Plus in Mesa because they have a good selection.

Paper and supplies can be found at Red River Paper
<http://redriverpaper.com/cardshop>

Other Card making supplies can be found at
<http://photographersedge.com>