

Making of a Greeting Card

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Session summary:

Background:

I began making personalized Christmas cards about in the mid-90's when there were no card programs for the Mac and few for the PC. So I decided to use the Draw portion of AppleWorks to produce my cards., a successor to the original Mac Draw Apple software. I had used the Draw program to do floorplans, album pages, as well as overhead transparencies for presentations. (This was before Powerpoint)

I wanted to have a Christmas card that was somewhere between the Photo Card and the Christmas newsletter. More brief and personal than the newsletter, but not simply a photo and "Merry Christmas" and chose to use a quarter-fold card (Avery 3266), rather than a bi-fold card, because all the printing was on a single side of the paper.

APPLEWORKS CARD

Using AppleWorks Draw, I laid out a card template with a colored border on the front to contain a picture or other art work for the front of the card. The left interior card page usually has one or more smaller personal photos and text. The right interior page then has room for the main text message. I usually use a script typeface like "Brush Script" in order to have a handwritten look, but any font can be used.

I have attached an AppleWorks document file to this email named "**Lawton Card Template-AW**". This document will produce a quarter-fold card on Avery 3266 stock, or HP's comparable stock. I suggest to save a spare copy and work with a duplicate, so that if anything goes wrong you will still have

an undamaged version.

All you need to do to use it is:

(1) Pick out the 2 or 3 pictures you wish to use in the card and reduce them to about a 3.75" x 5" size with at least 200 dpi (dots per inch resolution. You can do this in several ways

(a) use Photoshop Elements or Photoshop to resize the image to the 3.68" x 5.06" at 200 dpi.

(b) with the pictures selected in iPhoto, choose send an email and select the "medium" size for the pictures. Send yourself an email and use the reduced size files in the email for your card.

(c) use resize in the Preview App in Leopard (I have had some problems with this one).

If your camera takes a picture that is very far from a 4x5 ratio of the card you may first need to crop it before reducing it. Some more recent cameras produce photos in the 4x6 (postcard) ratio. In that case you may need to crop the cover photo in iPhoto using the 8x10 size selection which crop the picture in the 4x5 ratio.

(2) Open a new AppleWorks blank DRAW document and drag the JPG files of these reduced pictures onto the blank DRAW sheet. You should see the reduced photos for your card. Leave this photo page open and move it to the side of the screen so you can open the card template.

(3) Double click the "Lawton Card Template-AW" to open it in AppleWorks, then select your desired cover picture from the reduced photos in (2) above and either (a) drag the cover picture from the open "reduced copy sheet" you just created, or cut and paste it into the card template. Move the cover photo into the framed area on the template and fine tune the size so that the photo covers part of the colored frame, but does not leak outside the frame. You can use the "Scale by Percent" resize command in the AppleWorks "Arrange pull-down menu or use the mouse to grab the picture handles for resizing (in this case be careful to try not to distort the photo.

If you wish to change the color of the colored frame, you must "unlock" that frame whose position is very important (take care not to displace it by accident during the next steps). In the ARRANGE pull-down menu select "Unlock", then in the tools pallet choose a new color and immediately RELOCK the new colored frame.

(4) With the cover photo selected, use the "Move to Back" command in the "Arrange" pull down menu to move the picture behind the colored frame. At this point the text for the cover picture size will show highlighted in the middle of the picture because the picture is behind it. Simply repeat the "Move to Back" command to make it vanish. We are all set, except the cover picture must be flipped upside down so it will be correct in the folded card, To do this Again use the "Arrange pull down menu" and select the "Flip Horizontally" command.

(5) Use the same techniques to place one or two photos the lower left quadrant of the card (resize and position as desired). With the pictures in place add any appropriate text either using the existing text boxes, or adding new ones.

(6) Finally, type your greetings in the recipient in the lower right quadrant of the card replacing the existing placeholder text.

EVERY DESIGN PRO CARD

Also included, as an attachment to this email, is an Avery DesignPro document "**Lawton Card Template-DPro**" which will produce a quarter-fold card on Avery 3266 stock. Again it would be best to make a working copy of this document and save the original.

(1) Double click on the document to open Design Pro and the card template. On opening one has the working space with a blank cover picture, a workspace at the left, and two horizontal banner pull-down menus. First you need to select your cover picture. You can either go directly to your iPhoto Library, or have your photo files ready on your desktop.

If your desired picture is in iPhoto go to the iPhoto tab at the upper left side of the left side workspace and click on the Gallery Tab then on the iPhoto tab. In a moment your iPhoto library is available. Select the he desired photo in your library by clicking on it, then click on the IMAGE button in the top of screen menu, and finally drag the image to the card. A small version of your photo will now be in the card-framed area.

If your desired JPG image file is on your desk top, first click on the IMAGE button in the top menu and simply drag the JPG file to the card photo area. (If you fail to click the IMAGE button before dragging the file, it will appear as a background filling the entire front of the card.)

(2) Using the upper left corner of the small photo from (1) above, click and hold, once you see a diagonal arrow in that corner, drag the corner of the picture to the upper left corner of the colored frame. Repeat the process with the lower right corner. You should now have a frame filled picture. Now go to the ARRANGE pull down menu in the Banner Menu (just below the top button menu) and select "Send to Back". This results in a properly framed picture.

Unlike the AppleWorks approach, you DO NOT have to invert the picture as the program does that for you.

(3) The front of the card is currently displayed and is highlighted in the upper left quadrant shown on the left side Work Space. We now want to move to the interior of the card (left and right facing pages. Click on the lower left quadrant in the Work Space and the left interior page of the card appears. In my template there are two pictures and text. You can do anything you want here! One picture with or without text, several small pictures, art work, or leave it blank.

To replace the existing pictures, click on the existing photo or photos (the Tools Work Space automatically switches to IMAGE mode -- effectively clicking the IMAGE button in the button bar). With the photo selected just go to the Work Space TOOLS and click on DELETE and the picture(s) will vanish.

(4) To put your own photos on the page just click the IMAGE button in the button bar at the top of the window and drag your photos onto the page. Small photos will then appear on the page with handles (dots) for

stretching the photo. To maintain a not distorted larger photo, repeat the procedure used for the cover photo. That is, position the arrow over the upper left corner handle and click & hold until the diagonal arrow appears, then continuing to hold drag the corner diagonally (in the direction of the arrow). If the picture size is OK, then you can click on its center (not on one of the handles), hold to drag the photo to the location you desire. Repeat with any other photos.

(5) Click on the TEXT button in the button menu at the top of the window and the Text Properties menu appears in the Work Space at the left side of the window. This Text Properties menu allows you to control the font, size and color of the text.

Move the existing text boxes where you want them, select the interior text and enter the your desired text. Resize the text boxes if necessary. (Sometimes, for reasons I don't understand, the text in the text box will revert to a small size 6, in which case you will have to go back to the Tools menu and reselect the correct font size -- don't bother to retype material).

(6) Finally, click on the lower right quadrant of the quarter-fold to show the message area of the card. You can then select any Font or Color you desire, or add a background like the wreath I used.

(7) To see how the entire card will print out, go to the PAGE PREVIEW button in the upper left of the Pull Down menu bar and click the button. This will give you the fullpage view of you card. Pressing it a second time takes you back to the EDIT PANEL view.