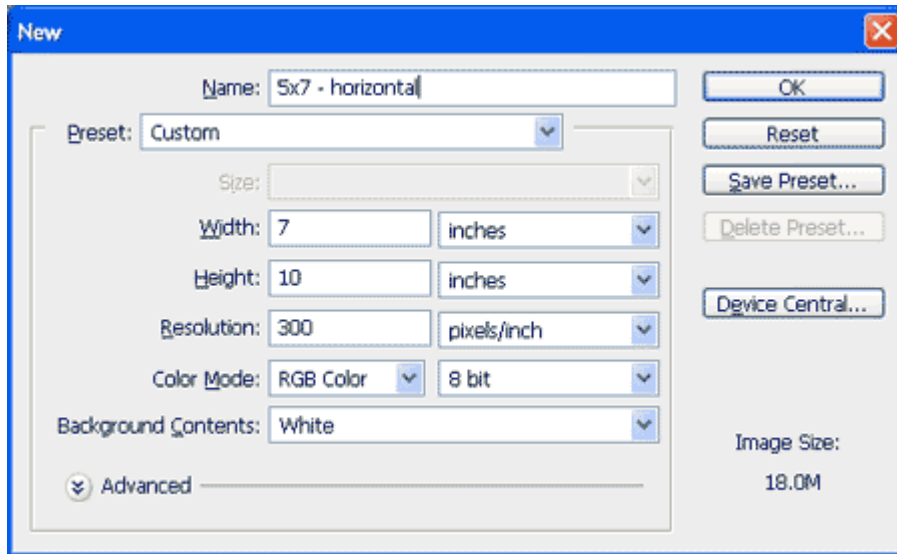**EZ GREETING CARD —** This tutorial assumes you know the basics of Photoshop and that you know how to set a custom paper size in your printer driver. I used Photoshop CS4 but these steps will also work with Photoshop Elements (some steps may need adapting).

> *NOTE: Having cards printed commercially is becoming really inexpensive so WHY PRINT YOUR OWN? The main reason is for complete control. Some companies put their logo on the cards, for instance. Some have limited sizes or paper types. Maybe you want to print on a fancy art paper.*

1. Create a new document the EXACT size of the card stock you've chosen. In this tutorial, I'm creating a 5 X 7 inch card which requires 7 X 10 inch card stock. You can name this document if you like but it's not necessary since you'll be naming it when you save the file. For the resolution setting, refer to suggestions that came with your card stock. Keep in mind that your images should (ideally) match your card resolution.
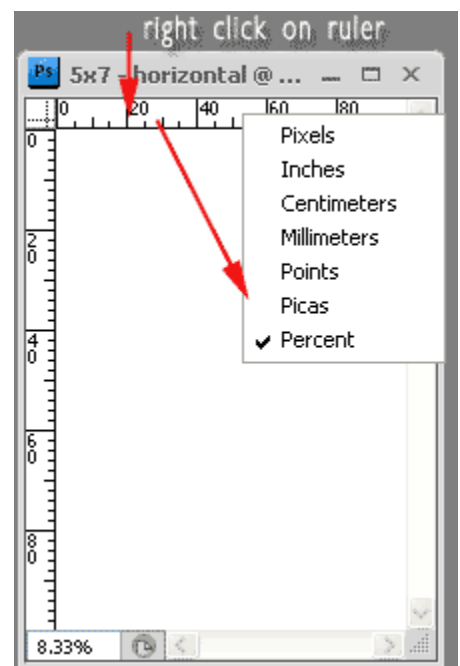

2. You should now have a new blank document. At this point, I go ahead and save the file to a folder I created for cards. Inside this folder, I have two more folders. One named "horizontal" and the other named "vertical". This one will be saved in the "horizontal" folder.

3. My next step is to show RULERS. In both Photoshop and Photoshop Elements, you can do this with short cuts.

   Photoshop: Control/R
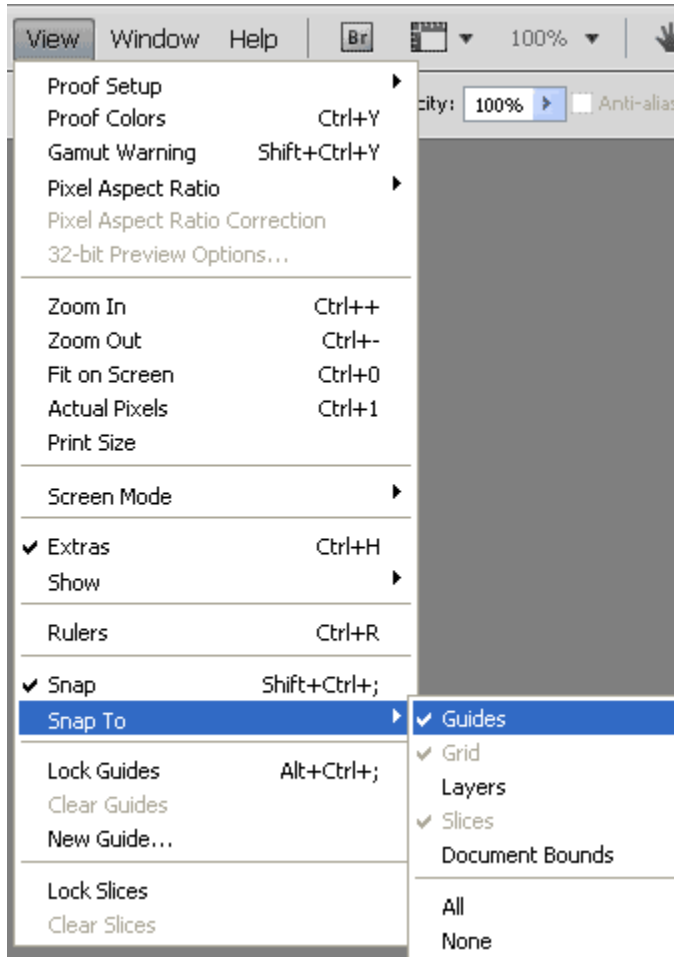   Elements: Shift/Control/R

   Next I set the rulers to reflect percentages.

   Increments on the rulers are determined by your preferences. You can quickly change them, though.

   Just Right/Click on the ruler. This brings up a context menu. Choose "percent" from the list.

Another help with designing a card is to activate "SNAP TO".

| View | Window | Help | | Br | | ▼ | 100% ▼ | ✋ |

Proof Setup	▶
Proof Colors	Ctrl+Y
Gamut Warning	Shift+Ctrl+Y
Pixel Aspect Ratio	▶
Pixel Aspect Ratio Correction	
32-bit Preview Options…	

Zoom In	Ctrl++
Zoom Out	Ctrl+-
Fit on Screen	Ctrl+0
Actual Pixels	Ctrl+1
Print Size	

| Screen Mode | ▶ |

| ✔ Extras | Ctrl+H |
| Show | ▶ |

| Rulers | Ctrl+R |

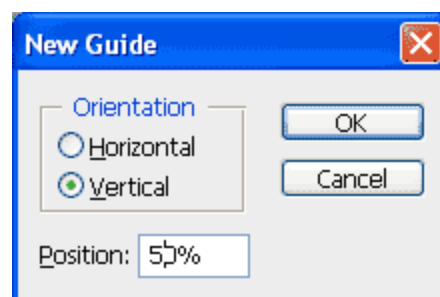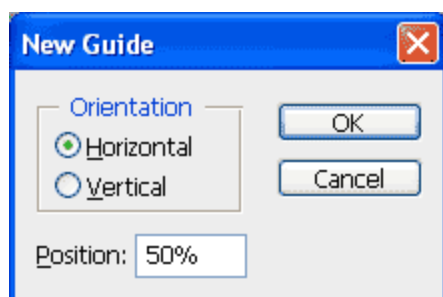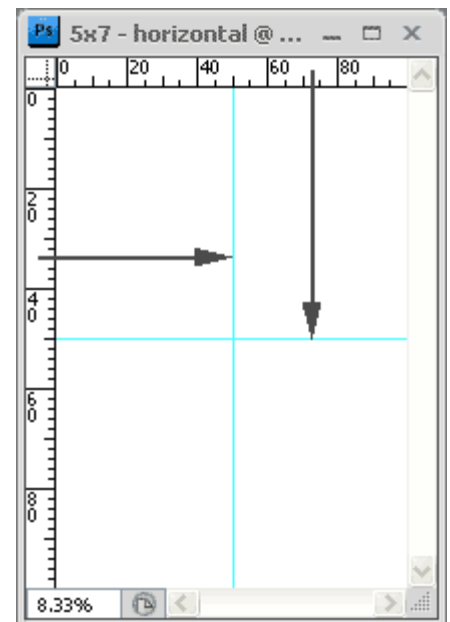| ✔ Snap | Shift+Ctrl+; |
Snap To	▶	✔ Guides
		✔ Grid
Lock Guides	Alt+Ctrl+;	Layers
Clear Guides		✔ Slices
New Guide…		Document Bounds
Lock Slices		All
Clear Slices		None

4. Next I add a few guides. They help line up elements on your card.
Think about what you want on your card and add as many guides as
you think will help you.

I typically only add two. One at 50% horizontal (the fold line) and
one at 50% vertical. Here's how to set a guide:

EZ way (shown on right): Click/hold inside the ruler and drag out.
Drop the line when you see it touch 50%. It will snap into position
at 50%. Repeat for the other direction.

Long way: On toolbar, click VIEW and choose NEW GUIDE.
If you have the rulers set to "percent", there will be a percent
symbol in the box. If this symbol isn't showing, just type it in
following the position you want. (shown below)

Ps 5x7 – horizontal @ … — ☐ ✕

8.33%

New Guide

Orientation
◉ Horizontal
○ Vertical

OK
Cancel

Position: 50%

New Guide

Orientation
○ Horizontal
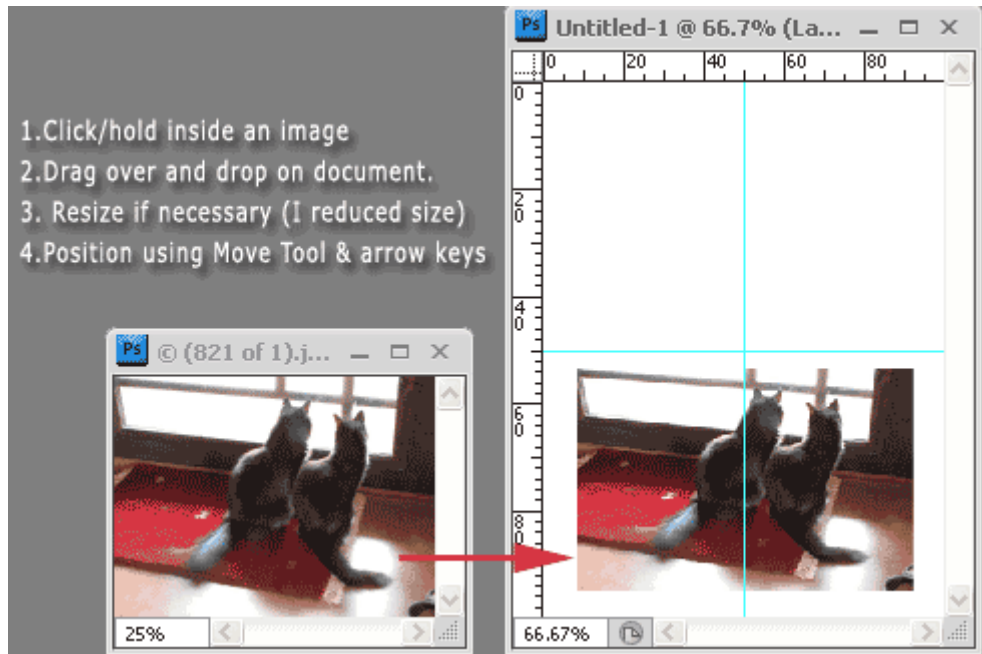◉ Vertical

OK
Cancel

Position: 50%

Save and Save OFTEN. In fact, learn the shortcut! Press Control/Command and the letter S. Take it from someone who has spent hours on a card only to lose it. I save after every step I do.

5. Locate a horizontal format image. The next step is to crop the image to fit your card. Crop it to exactly 5x7. Make sure to flatten layers. Drag image onto your card.

   IF YOU WANT A BORDER AROUND YOUR IMAGE (white/color/whatever), create the border on your image BEFORE you drag your image onto the card document.

   IF YOU WANT TO USE A COLLAGE OF IMAGES, create the collage FIRST!
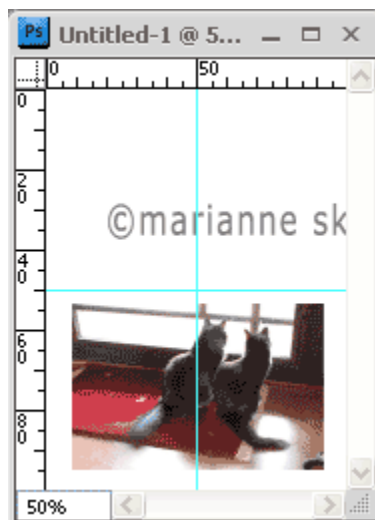
   When the border and or collage has been created, flatten the image; crop to 5x7 and then drag it onto your card document. It's a **foolproof** way of lining up your image perfectly.

6. Next you might want to add some text. I'm going to put my name on the back. Select the Type Tool or just press the letter T on your keyboard. You're now ready to type.
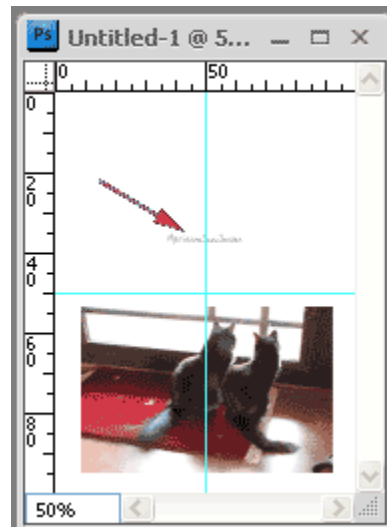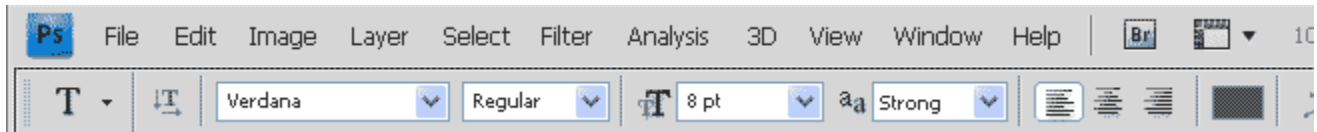
   Click ANYWHERE on the document and start typing. DON'T worry about the position yet. In fact, don't even worry about the font or font size yet. Just type.

Note in the image below that my text is huge and not in the right position or orientation.

To resize text, double click the text layer in the Layers Palette. This highlights your text.
While text is highlighted, go up to the toolbar and change the font and the size to your liking.

Smaller text typically looks better than large. For inspiration, refer to retail cards.

Once you have edited your text to the size and font you want, you'll need to turn it upside down.
This is necessary so it's in the correct orientation when the card is folded.

Press Control/T. A bounding box appears around your text.

Right/Click inside this box.

This brings up a context menu. Choose: Rotate 180.

The text will be upside down. With the box still around the text, use the arrow keys or the move tool to move the text into position. It will snap to the 50% guide.

The position is up to you. Some retail cards have a title and signature in the center; some have it at the bottom.

NOTE: Some cards include a smaller version of the front photo on the back. You could drag an image in and size it and then rotate using the same steps as with the text OR you could just duplicate your image layer and then resize and rotate.
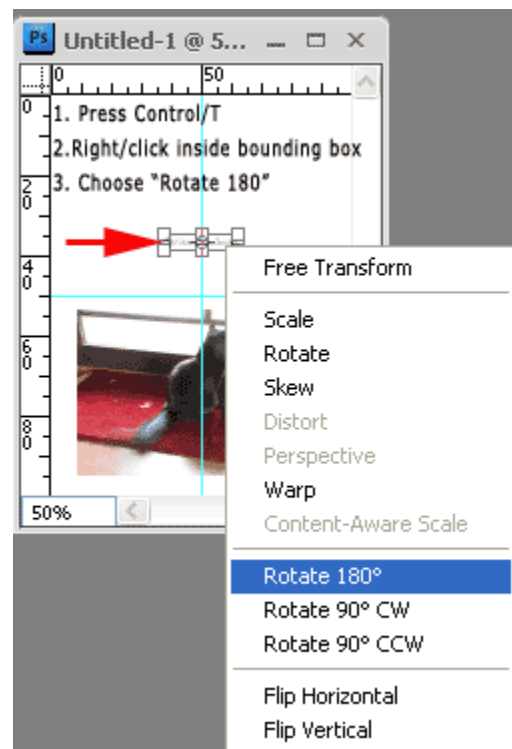
YOU'RE DONE!

Your card is now ready to print. Since printers are all different, I won't go into settings. The most important step for all, though, is that you MUST create a custom paper size.

Refer to your printer's manual and create a custom size to match your document.
Refer to a good Photoshop tutorial for print settings.

SAVE YOUR LAYERED FILE TO USE AS A TEMPLATE.

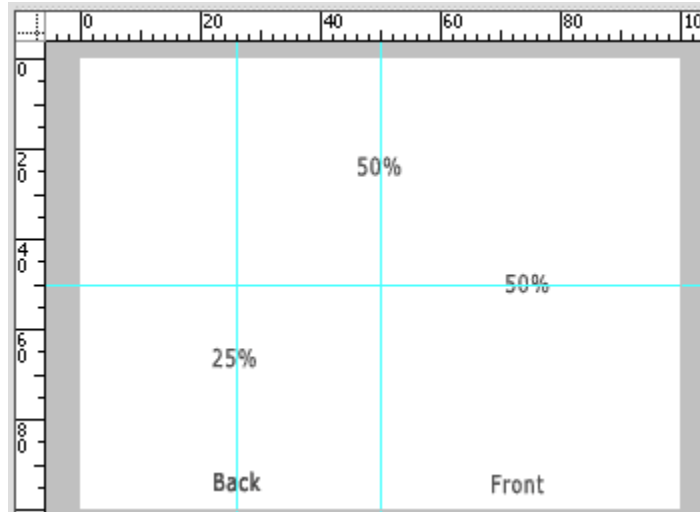For new cards, just drag in new photos and change text.

NOW USE THIS SAME FILE TO CREATE VERTICAL CARDS

1. Making SURE your horizontal card file has been saved. Then flatten all layers.

2. Next rotate the document 90 degrees

3. You should now have a document that shows only guides.

   ADD a third guide at 25% vertical. This will help in positioning your text on the back.

   Now just drag a vertical image in, add some text and you have another card!

SAVE this card as your Vertical template

Have fun!