

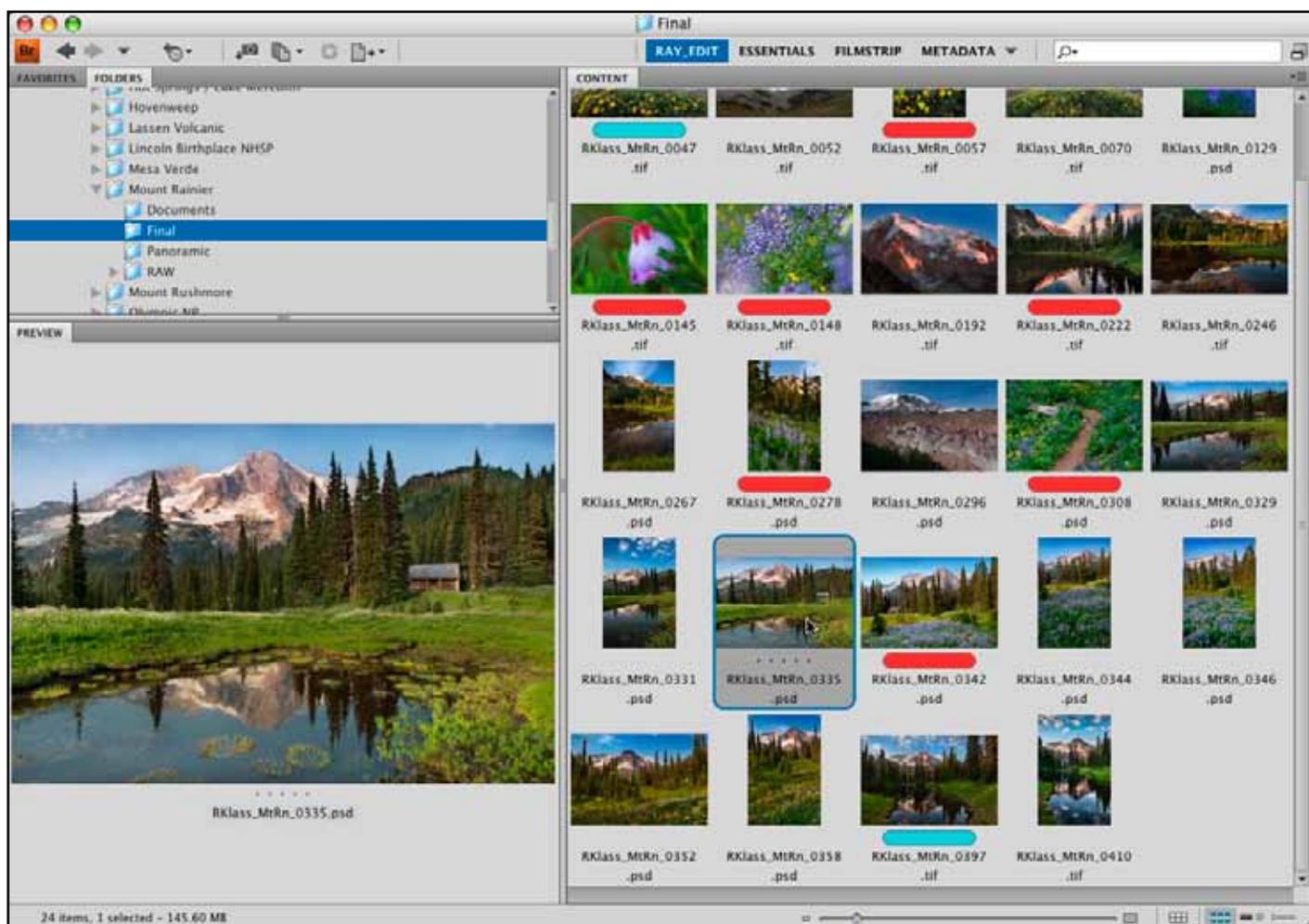
## Creating Holiday Cards with Photoshop

by Photographer Raymond Klass

One of the great joys of the holiday season is reconnecting with family and friends. In my family, we've traditionally held the Christmas dinner at our house, it was always a great time to catch up with what everyone has been doing during the year. Of course, there are always loved ones, friends and family who cannot attend, and for these people we write them cards. This article will explain how you can create your own greeting / holiday card using Photoshop, your home printer, and your own image.

These directions have a sister video that explains that steps while allowing you to watch me create the card on my computer. The video can be found in the December 2009 Newsletter <http://www.klassphoto.com/newsletter>

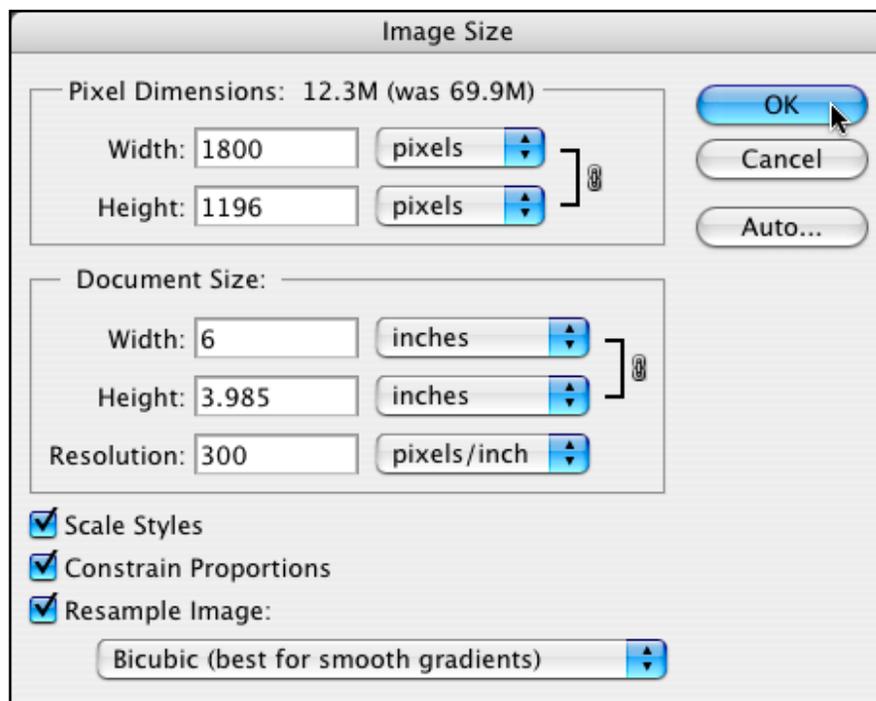
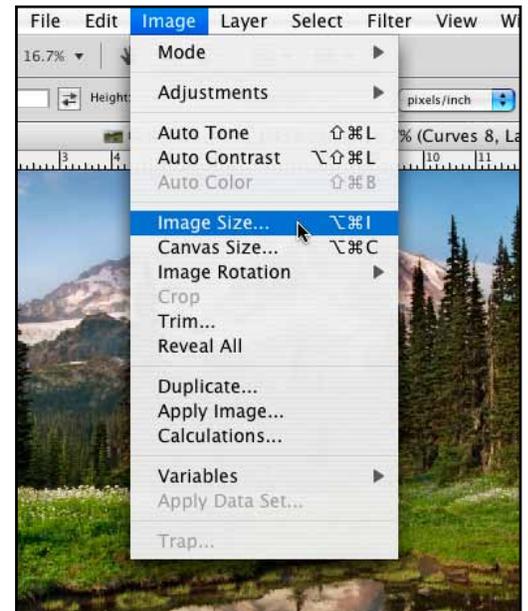
**Step 1.** Open Adobe Bridge and navigate to the image you would like to use for the front of the card. Double click to open the image.



**Step 2.** Now that the image is open in Photoshop, you'll need to resize it for the size of your card stock. I will be printing a 5" X 7" card, so I'll want to make sure that the image fits nicely onto the 5" X 7" front of the card. Click the Image > Image Size menu.

**Step 3.** With the image size box open, we will want to resize the image to 4" X 6" to accommodate a border around the image. Enter 6" for the width of the image.

With the "constrain proportions" box checked, Photoshop will automatically compute the height of the image. It comes up with just about 4", so I will leave it alone. Finally, you'll want to enter 300 ppi as the resolution, as this is the most resolution that home printers can take advantage of.



**Step 4.** We'll now need to create a new document to hold both the front image and accompanying back text, as they will be printed together. When the card gets folded, the back text will appear on the back, and the front image will be on the front. Select File > New to create a new document.

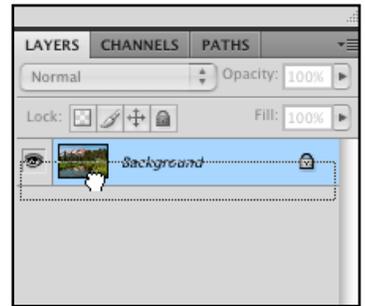
Enter 7" for the width and 10" for the height of the card. Click "OK" when you're finished to create the document.



**Step 5.** Now that you have the new document created, you will need to move the image that you re-sized onto the new blank document. Click on the image once to give focus to it. Move your mouse to the "layer" palette window and click and hold on the layer of the image.

You will then drag this from the palette onto the blank document.

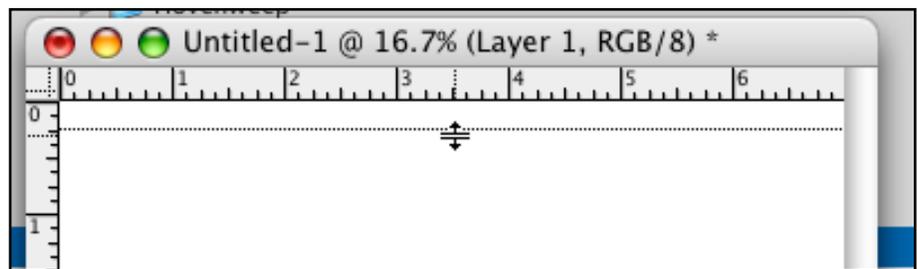
This places the image onto the blank document with plenty of room. Remember that the blank document represents both the back and the front of the card. If you've been following along with the video, then you know that the image will be on the bottom, and the text for the back will be on the top upside-down. When it prints, it will appear right-side-up.



One helpful tip is to use the "Rulers" function in Photoshop to create guide for you to position the image centered on the bottom portion of the paper. Click on the View menu and select the "Rulers" choice to see a set of ruled guides.

Once these appear, take your mouse up the top ruler, click and hold on the ruler, and then drag a helpful line down to the 5" mark on the vertical bar of the page. This will create a blue guide at the 5" position, exactly where the page break for the front and back of the card will be when it is printed.

Use the move tool to further position the image until it is centered in the lower half of the document.



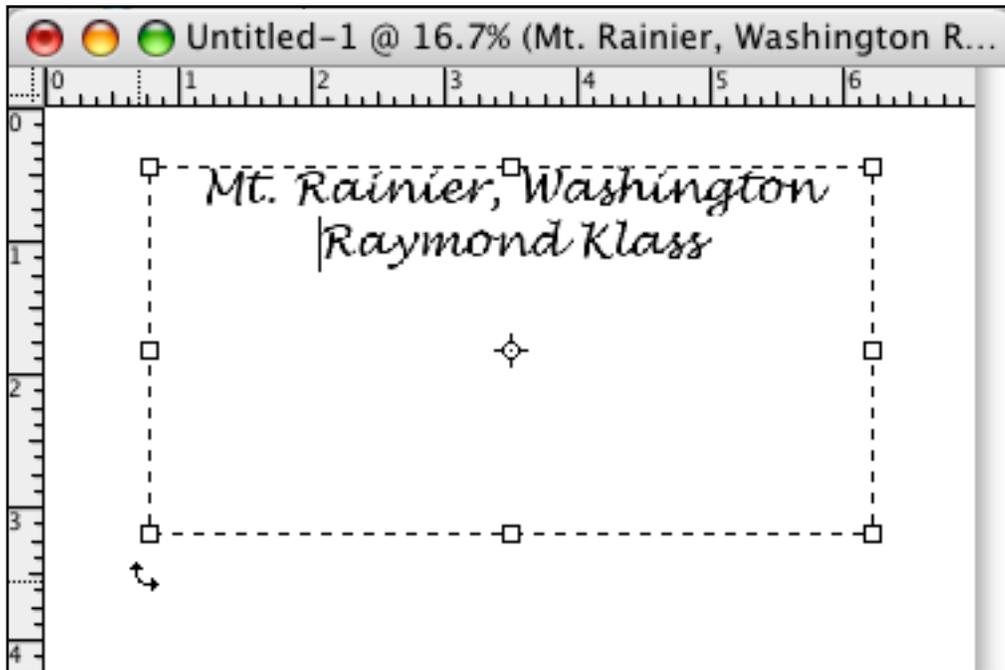
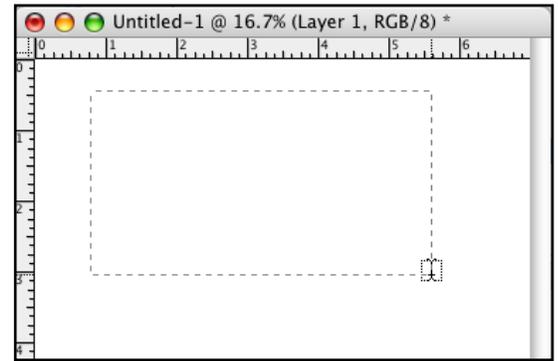
**Step 6.** With the front of the card created, it is time to start on the back. I want to create some text to explain to family and friends where the image was taken, and let them know that this is my image, and not a card I bought somewhere. Begin by selecting the Type Tool.



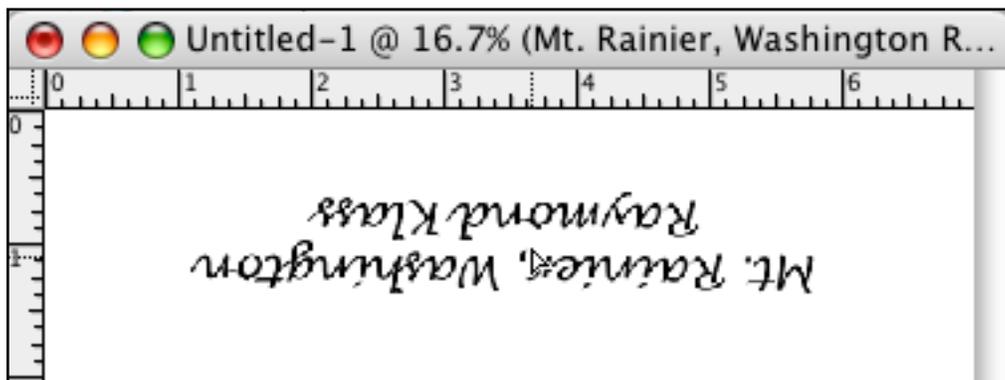
With the Type Tool selected, bring your mouse up to the top of the document and draw a box where your type will sit.

For the font I have chosen a script, Lucida Handwriting. I have selected a moderate size, 20 pt., and I will be using a black font.

With my box drawn, I simply type in the text I want to appear using the keyboard.



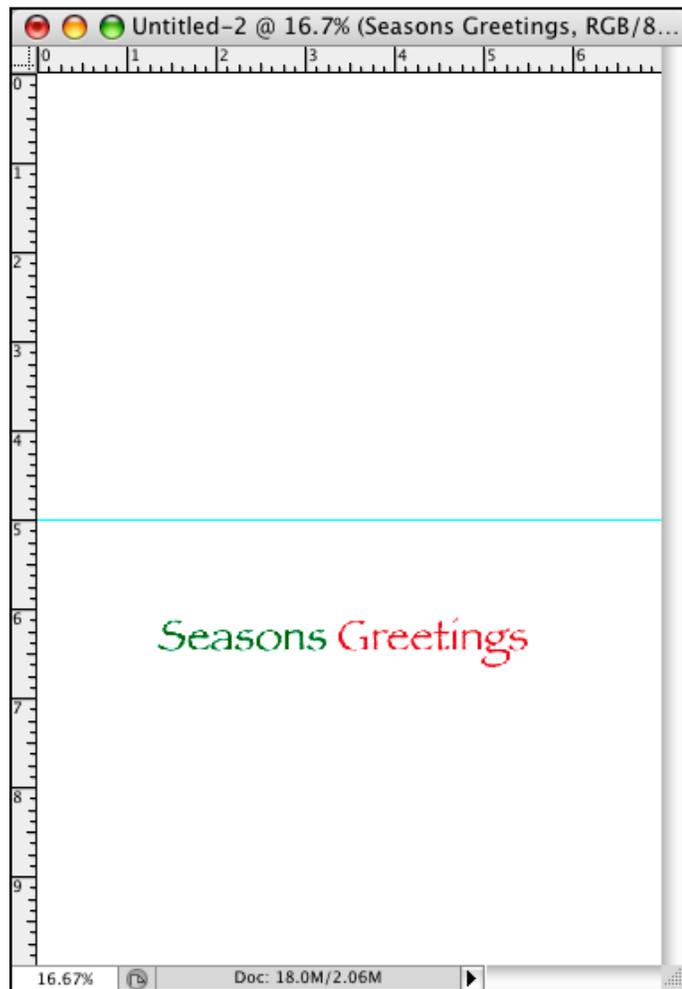
**Step 7.** With the text created, I now need to flip the text upside-down. This way when the card is printed and folded along the center, then text will appear correctly. I simply take my mouse to the corner of the text-box, until the arrow turns to the crooked arrow pictured above. With that arrow, I click and hold the mouse, then spin the text 180 degrees. I hold shift while I spin the text, and that locks that text at 15 degree increments, making the job of spinning it perfectly upside down easier. Just release the mouse when you're done spinning it.



**Step 8.** With the text completed, you have finished the front and back of the card. We now want to create a printed message that will appear on the inside of the card. To do this, we will need to create a new document to represent the inside of the card. Click File > New to create a new document, and size it to 10" in height and 7" in width, just as you did for step #4

**Step 9.** With the new page created you now need to create a new guide to represent the center, to do this, repeat the instructions from step #5. It is important to note that you do not need to click Show > Rulers again, as they should still be displayed from the first time you clicked them on.

**Step 10.** Create a text box with the Type tool just as in step #6. This time you will be creating it in the bottom portion of the card. I have selected two different colors for my type as a fun alternative from the basic black. Fell free to experiment with type styles, placing additional images, and whatever techniques you think appropriate to create a unique holiday card.



With type on the inside, you're ready to print the card with your printer. All you need is a standard 8.5" X 11" printed and some greeting card stock which can be found at your local arts and crafts or photography store.

Have a wonderful holiday season and a great new year.