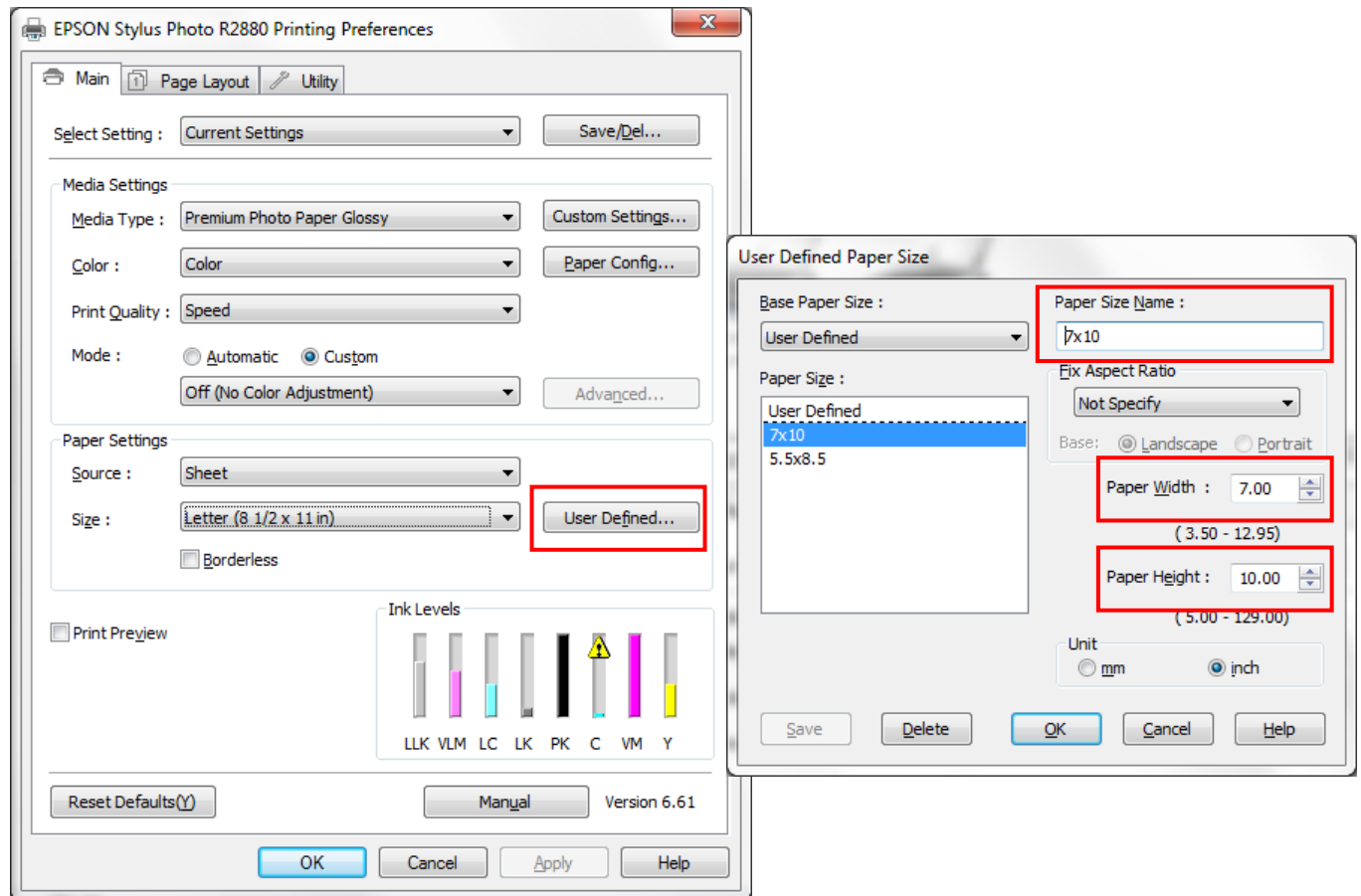# Making Red River Cards in Lightroom 4.2

Before you can print your cards there are 3 things you must do. This setup is done once unless you add more printers. If Lightroom (LR) is open when you perform these steps, you must close it and open again for the program to use these listed choices.

A. Make a custom paper size for your printer
B. Install the printer profiles for your printer (s)
C. Download the card templates from Red River (LR or Photoshop). I am demonstrating LR.

A. Make a custom paper size

- Under Devices and Printers, Printer Preferences; under Size, select User Defined
- Type in the Page Width (shorter dimension of unfolded cardstock) and Page Height (longer dimension of unfolded cardstock); then type in the Paper Size Name
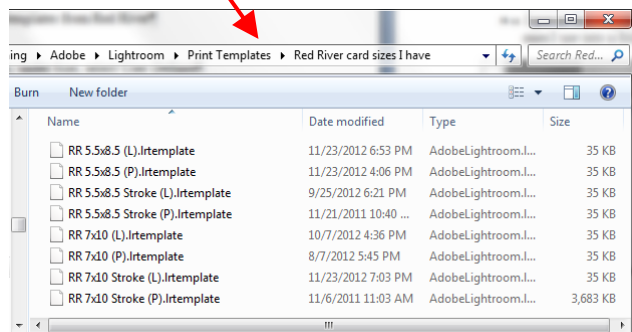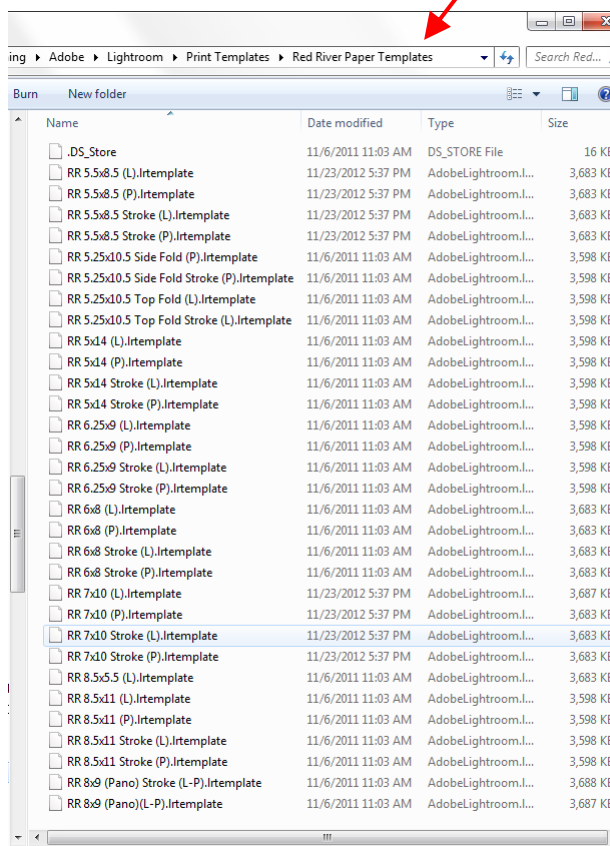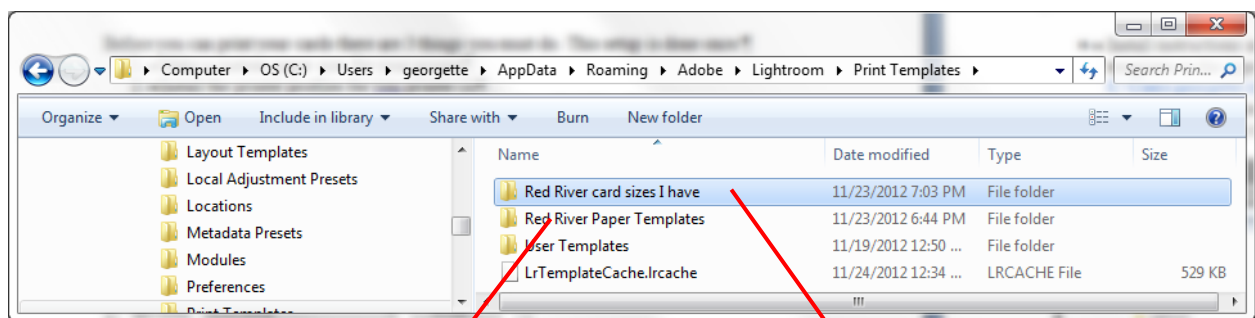

B. Install the printer profiles

- Instructions of how to install and use the icc color profiles are on the Red River website: http://www.redrivercatalog.com/profiles/inkjet-printer-color-icc-profiles-red-river-paper.html
- Choose your printer and install icc profiles for all RR papers (can choose just selected papers)
    - o Instructions for installation = http://www.redrivercatalog.com/profiles/how_to_install_ICC_color_profiles.html
    - o Briefly, you choose the printer and paper, R click on the profile and save it to your desktop.

- o R click on the desktop and extract all profiles from the zipped file
- o In the folder, R click and choose Install Profile
- My icc files are here = C:\Windows\System32\spool\drivers\color

C. Download card templates (LR or Photoshop)

- On the RR website, templates for both LR and Photoshop are available = http://www.redrivercatalog.com/cardshop/help/templates.htm
- Install instructions are included with the download. Essentially you copy the RR templates to the appropriate location on your system. Mine = C:\Users\georgette\AppData\Roaming\Adobe\Lightroom\Print Templates
- I put all the templates into a folder called **Red River Paper Templates** and copied the ones I use into a folder called **Red River card sizes I have**

Making Red River Cards in Lightroom 4.2

The following directions will vary from card to card, depending on the printer you use and the image and paper you select.

Making the Cards in LR
1. Make the printer you will use for printing cards your <u>default</u> printer.
2. Open Lightroom
3. Choose the image you want to use
4. In Develop Module, ☑ Soft Proofing and make these changes for your card image
   a. Profile = **RR Pecos Gloss EpR2880.icc** (or whatever printer/paper profile you need).
   b. Crop according to the card size (see yellow shaded column below). LR will ask if you want to Create a Soft Proof. Answer = Yes so LR will make a virtual copy to soft proof.

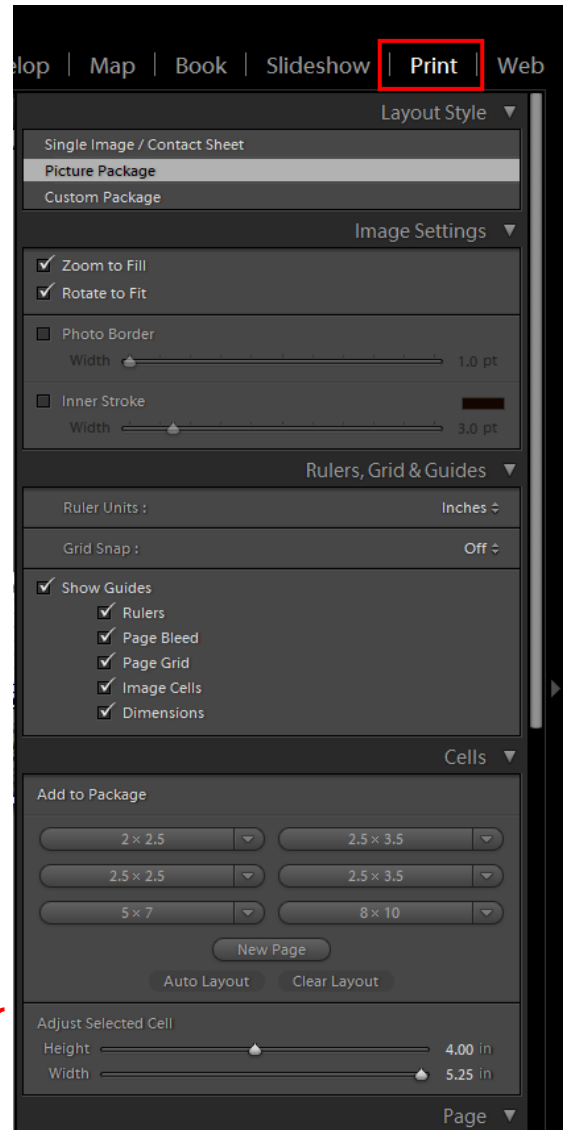| Cardstock size	Card face size	Max. image area	Square image area, portrait card
5.5" x 8.5"	4.25" x 5.5"	4" x 5.25	4" x 4"
7" x 10"	5" x 7"	4.75" x 6.75"	4.75" x 4.75"

   c. View your image by checking and un-checking ☑ Simulate Paper & Ink. Make any necessary adjustments so your Soft Proof *paper* copy looks the same or similar to your *on-screen* copy.
5. In the **Print Module**, choose *Page Setup* in the lower left corner
   a. Printer should be the printer on which you plan to print your card (the one you made your default printer in Step #1)
   b. Choose the cardstock size you plan to use (one of the User Defined sizes you previously created)
   c. Orientation = Portrait (this is the orientation you will feed the paper into the printer)
6. From the *Template Browse* on the left, choose the template that matches orientation of the image (landscape or portrait) and the cardstock size you plan to use. For example,
   RR 5.5x8.5 Stroke (L)
   a. RR = Red River
   b. 5.5x8.5 = this is the size of the full paper
   c. Stroke = the image will have a stroke around it
   d. (L) = the template is set up for a landscape image
7. Look at the *Preview* on the upper left. It will give you an idea of what the template should look like.

8. Check the settings on the **Print** panel on the right

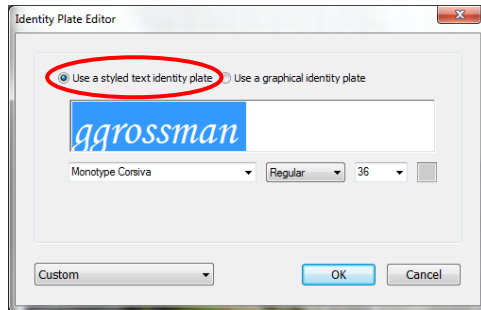Your checkmarks should match the ones in the **Print** panel on the right

These cell dimensions will appear only if the image on the cardstock page is selected (has handles on all 4 sides). If you have cropped your image when you Soft Proofed, the dimensions should match the maximum image areas in the table on the previous page.
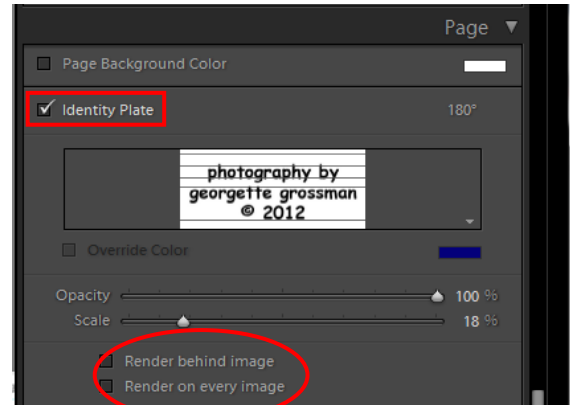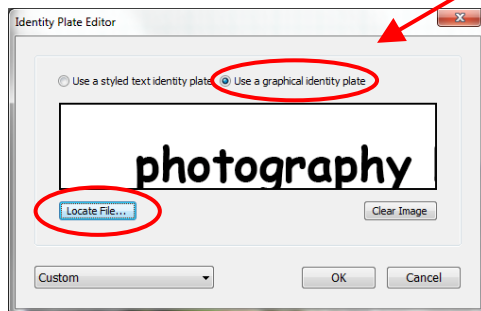
By default the ***Identity Plate*** of the RR cardstock templates says **Template by GreatGreatingCard.com**.

If *Use a stylized text identity place* is selected, Lightroom provides only <u>one line of text</u> that you can modify to say what you want. You can select the font and font size of your choice

If you want more than one line or if you want to include your logo, you must
- create it in Photoshop,
- flip it upside down because that is the way you will use it on the card
- save as a JPG or PNG file
- put it in a place where Lightroom will find it (my copyright PNGs are the first place that Lightroom looks for them; on the laptop they are here = C:\Users\Mom\Lightroom)
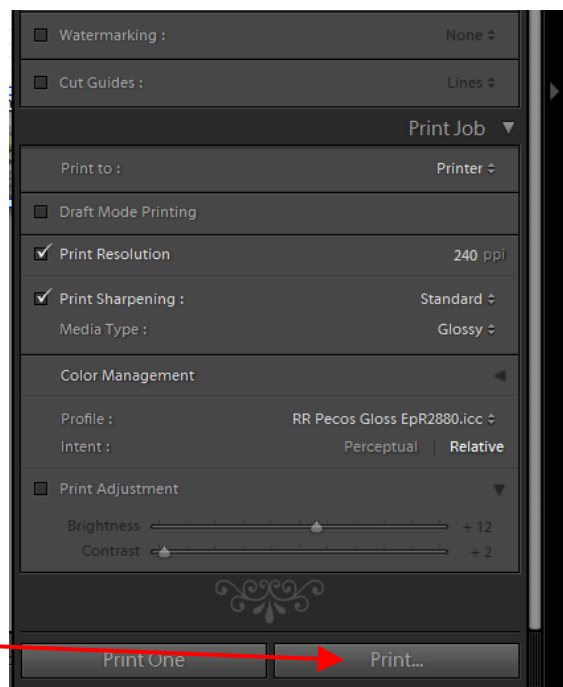- check *Use a graphical identity plate*, and
- find the PNGs with <u>Locate file</u>.

Once your identity place is in place you can adjust the opacity and scale with sliders.
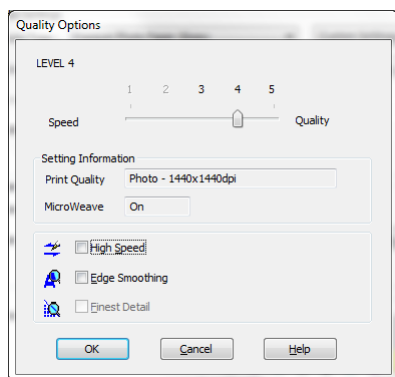
Your card should look like this:

Make the following selections in the **Print Job** area.

- Print to: chose Printer. You can choose JPG and send to someone as a proof copy
- Print Resolution: I use 240 ppi
- Print Sharpening: Standard usually works for me
- Color Management: choose the correct printer profile for the printer/paper combination you will be using. This should be the same profile you used to soft proof the image in preparation for use (see page 3, 4-a). **VERY IMPORTANT**.
- Intent: Perceptual or Relative depending in the image and your preference.
- Print Adjustment: I prefer to adjust the image in the Soft Proof stage and do not usually use these sliders.
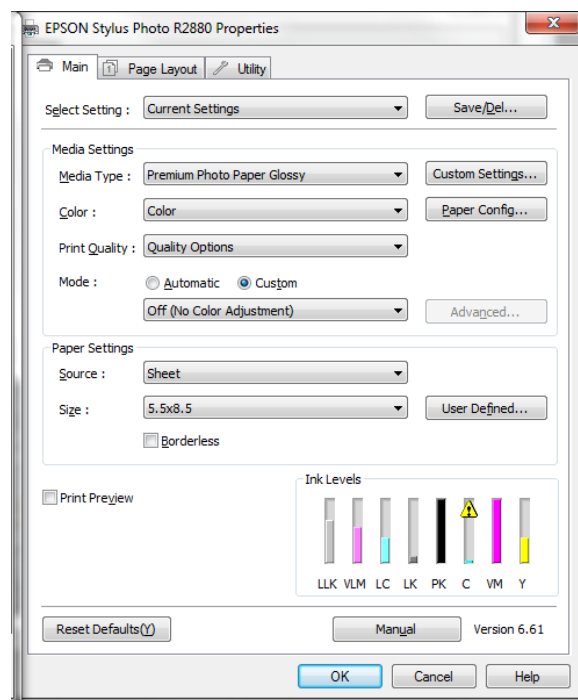- Then choose **PRINT**

9. The print dialog box will appear. Your default printer should be the printer name (mine is Epson 2880). Choose <u>Properties</u> and check the following before the final print:

- Media type = whatever Red River suggests. for RR Pecos Gloss, use Premium Photo Paper Glossy
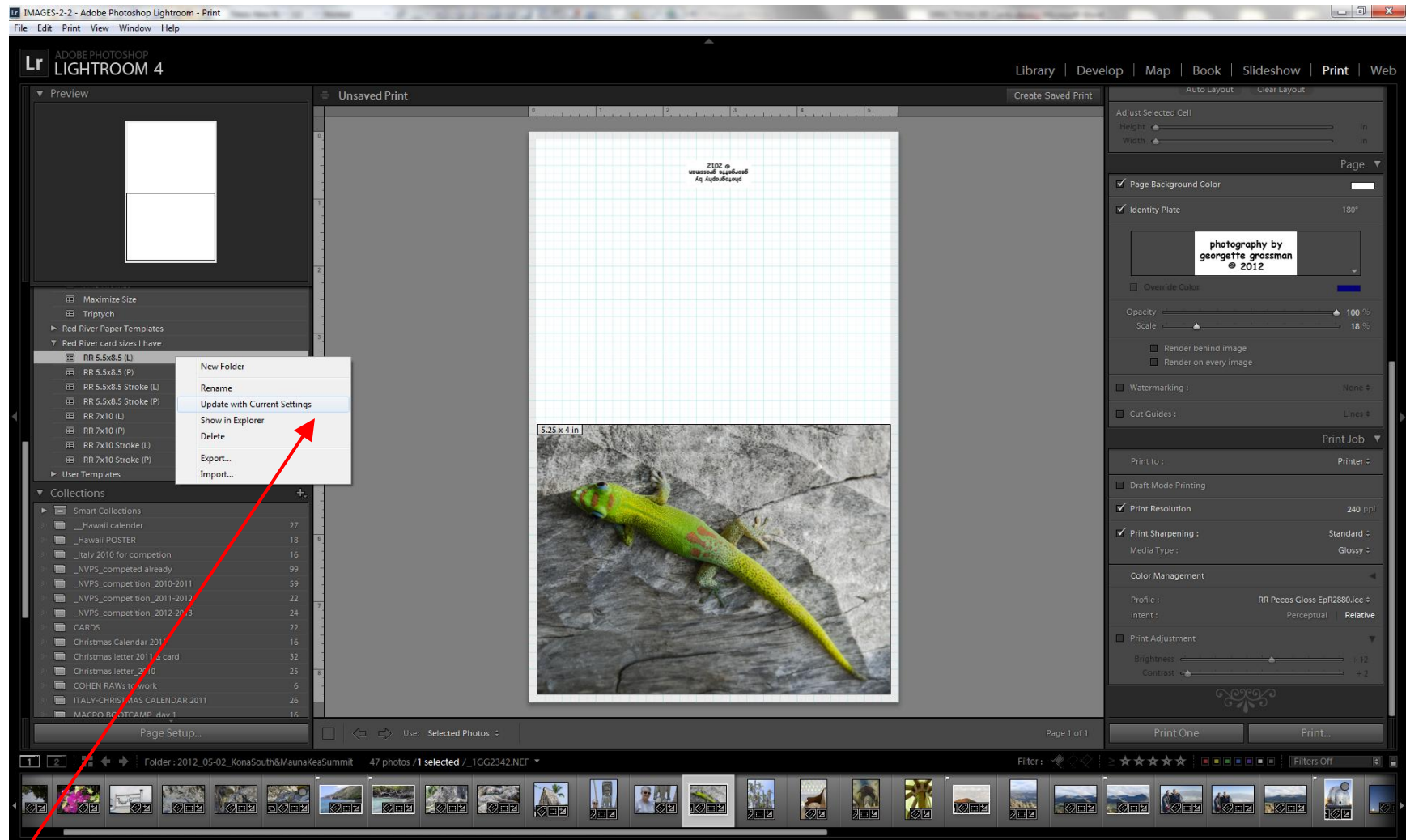- Quality Options = RR recommends the following

- Mode = Custom, Off (No Color Adjustment). **VERY IMPORTANT** as you want the program to manage the color, not the printer.
- Paper Settings = confirm that the correct cardstock is selected.

Making Red River Cards in Lightroom 4.2

This is what you see on the screen in Lightroom before you print.

You can save any custom changes you have made to the RR template by choosing the template, right clicking, and choosing *Update with Current settings*.

When you are done printing cards, restore your default printer!!!!

Georgette Grossman 11/27/2012