



Printing Cards and Calendars!

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Showcase your images...

- So many images are trapped in our computers, phones, and iPads



- They are shared on the Web, but you can do so much more...
- Tonight I will explore showcasing your images in custom greeting cards and calendars

Section I



PRINT YOUR OWN GREETING CARDS

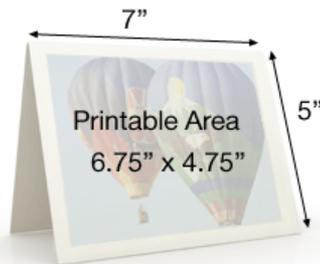
Note cards: Red River Paper

- Glossy Cards
(Shiny surface, sharp details)
- Satin Cards
(Photo satin surface cards)
- Matte Cards Single Sided
(Smooth non-glossy surface)
- Matte Cards Double Sided
(Print photo quality on both sides)
- Fine Art Cards (Elegant 100% cotton fine art papers)
- Post Cards
(4x6 and 5x7 sheets)



Note cards: Red River Paper

Paper size (flat)	Maximum printable area (after folding)
7" x 10" (makes frame-able 5 x 7 image)	6.75" x 4.75"
6.25" x 9"	6" x 4.25"
5.5" x 8.5"	5.25" x 4
8" x 9" (pano)	3.75" x 8.75"
8.5" x 11"	8.25" x 5.25"
5.25" x 10.5" (square)	Up to 5" x 5"



You can cut your own square from 7" x 10" cardstock; need to create custom paper.

A7 CARD SIZE
7" x 10" Before Folding

The set-up for cards... the hard part!!

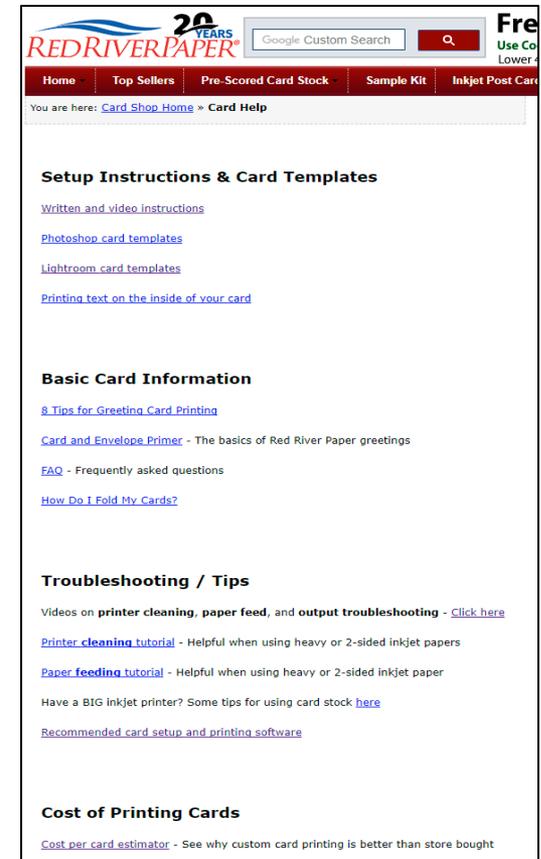
- Choose the printer you will use to print the cards and create a custom paper size for this printer (e.g. 7" x 10")
- Install the *.icc printer profiles for your printer and the papers you choose
- Download the LR or PS card templates from Red River
- **All these steps should be done with LR closed. If LR is open you must restart the program to see the choices from within LR**

The set-up for cards... the hard part!!

<http://www.redrivercatalog.com/cardshop/help/>

Check out the link. 
Red River has both written
and video instructions

- for Windows and MAC computers
- For Lightroom and Photoshop



The screenshot shows the Red River Paper website's 'Card Shop Help' page. The page features a navigation menu with links for Home, Top Sellers, Pre-Scored Card Stock, Sample Kit, and Inkjet Post Cards. Below the navigation, there is a search bar and a breadcrumb trail indicating the current location: 'You are here: Card Shop Home > Card Help'. The main content area is organized into several sections:

- Setup Instructions & Card Templates**: Includes links for 'Written and video instructions', 'Photoshop card templates', 'Lightroom card templates', and 'Printing text on the inside of your card'.
- Basic Card Information**: Includes links for '8 Tips for Greeting Card Printing', 'Card and Envelope Primer - The basics of Red River Paper greetings', 'FAQ - Frequently asked questions', and 'How Do I Fold My Cards?'.
- Troubleshooting / Tips**: Includes links for 'Videos on printer cleaning, paper feed, and output troubleshooting - Click here', 'Printer cleaning tutorial - Helpful when using heavy or 2-sided inkjet papers', 'Paper feeding tutorial - Helpful when using heavy or 2-sided inkjet paper', 'Have a BTG inkjet printer? Some tips for using card stock here', and 'Recommended card setup and printing software'.
- Cost of Printing Cards**: Includes a link for 'Cost per card estimator - See why custom card printing is better than store bought'.

Creating the cards... the fun part!!

- Designate the printer you will use as your default printer
- Open LR and use the following directions
- Choose the image you want to use
- In Develop Module, Soft Proof
 - Profile = **RR Pecos Gloss EpR3880.icc**
(or whatever printer/paper profile you need)
 - Crop the image according to maximum image area (see slide #5; 4.75" x 6.75" for 5" x 7" card)
 - Create a Proof Copy
 - Check/uncheck Simulate Paper and Ink
 - Make any more edits

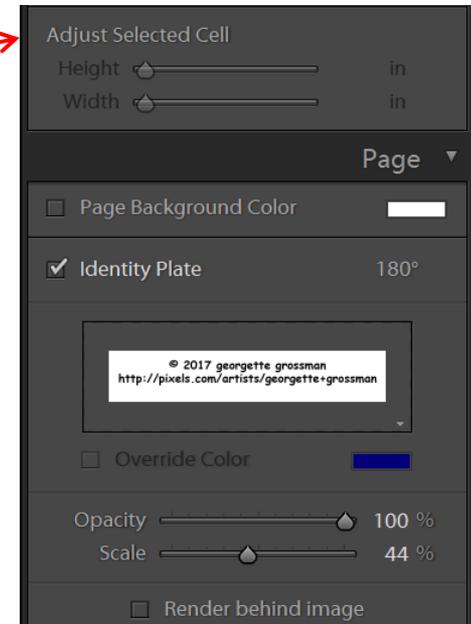
Creating the cards... continued

- In Print Module, chose Page Setup in lower left corner
 - Choose the User-defined paper size from the ones you made previously (e.g. 7”x10”)
 - Choose paper orientation: way you will feed the paper into the printer; Portrait
 - On the left, choose the RR template that matches the paper size and image orientation **RR 7x10 Stroke (L)**
 - Preview in upper left corner

Creating the cards... continued

- Adjust Selected Cell:
 - Sliders appear **only if** the image is selected
 - do not have to adjust if you cropped image to maximum printable area

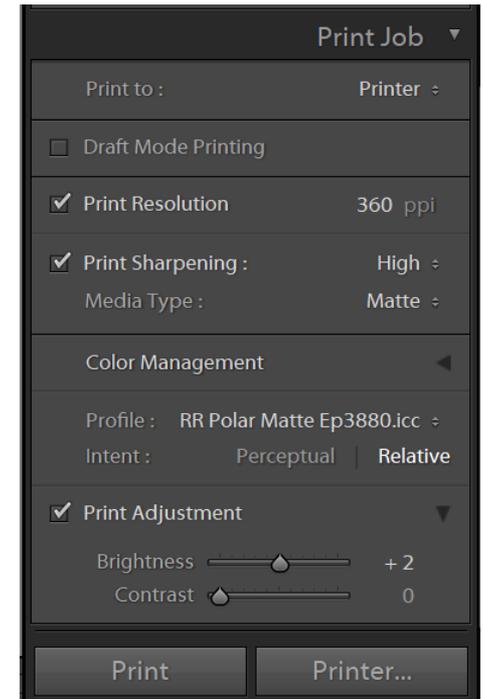
4.75" x 6.75"
for
5" x 7" card



- Can add Identify Plate for card back
 - 180° so it is right-side up on card landscape back
 - Can create a graphic file on transparent background (PNG file)

Gotchas....

- Check all your settings in the right panel of the print module
 - These are my settings for Polar Matte paper on Epson 3880
 - Make sure the Color Mgmt. profile matches the paper/printer you are going to use
 - Load printer with the correct side of the paper facing up 😊 😊
 - Choose Printer|Properties and check your printer settings one more time before you begin to print 😊



More instructions....

- I have also put a detailed PDF file in the NVPS Resources that may help you get started.

Making Red River Cards in Lightroom Classic CC

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. Each step is further elaborated below.

A. Make a custom paper size for your printer

<https://www.youtube.com/watch?v=ZZZnyvdmfKo>

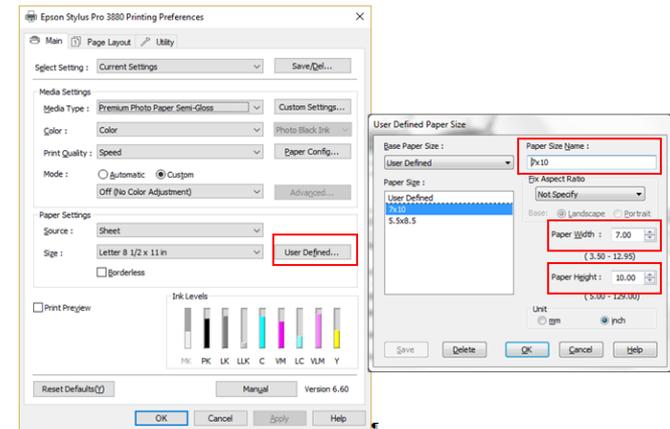
B. Install the printer profiles for your printer(s)

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 (under Color Management on Red River)

• 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 or selected RR papers

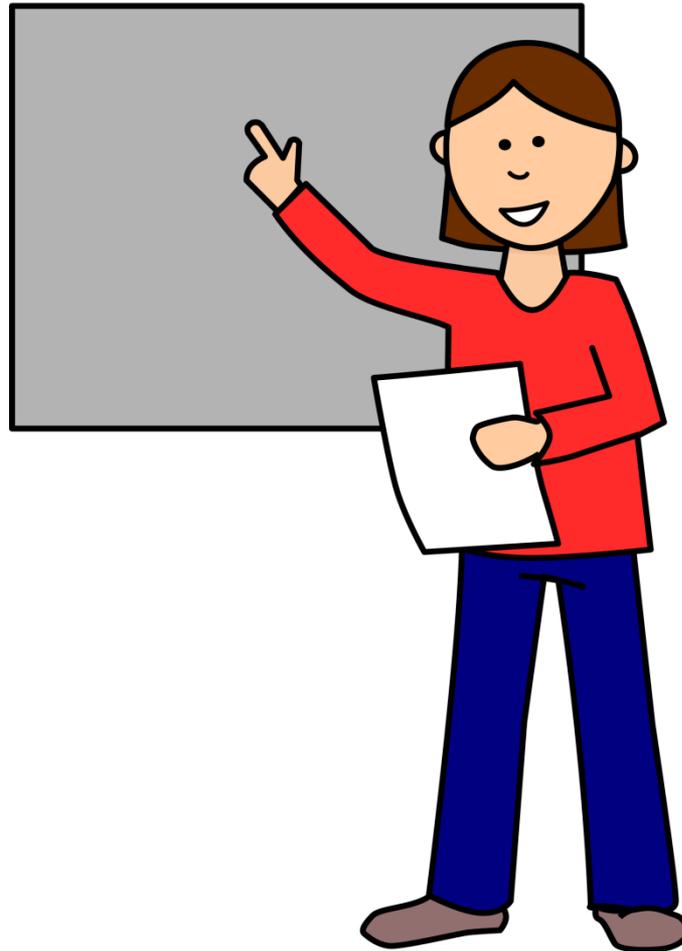
o Instructions for installation =

http://www.redrivercatalog.com/profiles/how_to_install_ICC_color_profiles.html

o In the next steps, you choose your printer and desired RR paper, click on the profile and save the zip file to your desktop.

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<http://www.redrivercatalog.com/cardshop/help/>

Live Demo in LR Classic....



Section 2



CALENDARS FROM VISTA PRINT

Google Vista Print website;
it changes each year.

Calendar sizes...



Wall



Poster



Desk



Magnetic

Preparing to make a calendar...

- Sign up to get emails at the Vista Print site (they will announce the “specials”)
- Choose 12 images (or more) and crop to the page size (I used 8.5” x 11”) in LR/PS. There is a trim margin at all edges.
- Resolution = 300 dpi at 100% of final print size
- They print in CMYK, but saving your JPG in RGB is OK!

Choices, choices...

- Once you get the discount email, create an account and upload your images
 - 50% discount announced early/mid-November;
 - in the past, 60% discount offered around Thanksgiving!!
- Choose your layout: one to six images per page
- Choose your design: 20 different designs
 - Various borders available; you can try them out
 - Can add a capture to each page if you want
- Events: Vista Print provides Public Holidays; you can add “events” you want to appear on specific dates

Choices, choices...

- The technical stuff:

<https://www.vistaprint.com/customer-care/customer-care-center-subject.aspx?SubjectId=62&dr=1&GP=11%2f09%2f2017+18%3a02%3a43&GPS=4575314580&GNF=1>

- Still need help: 1-866-614-8002

Section 3

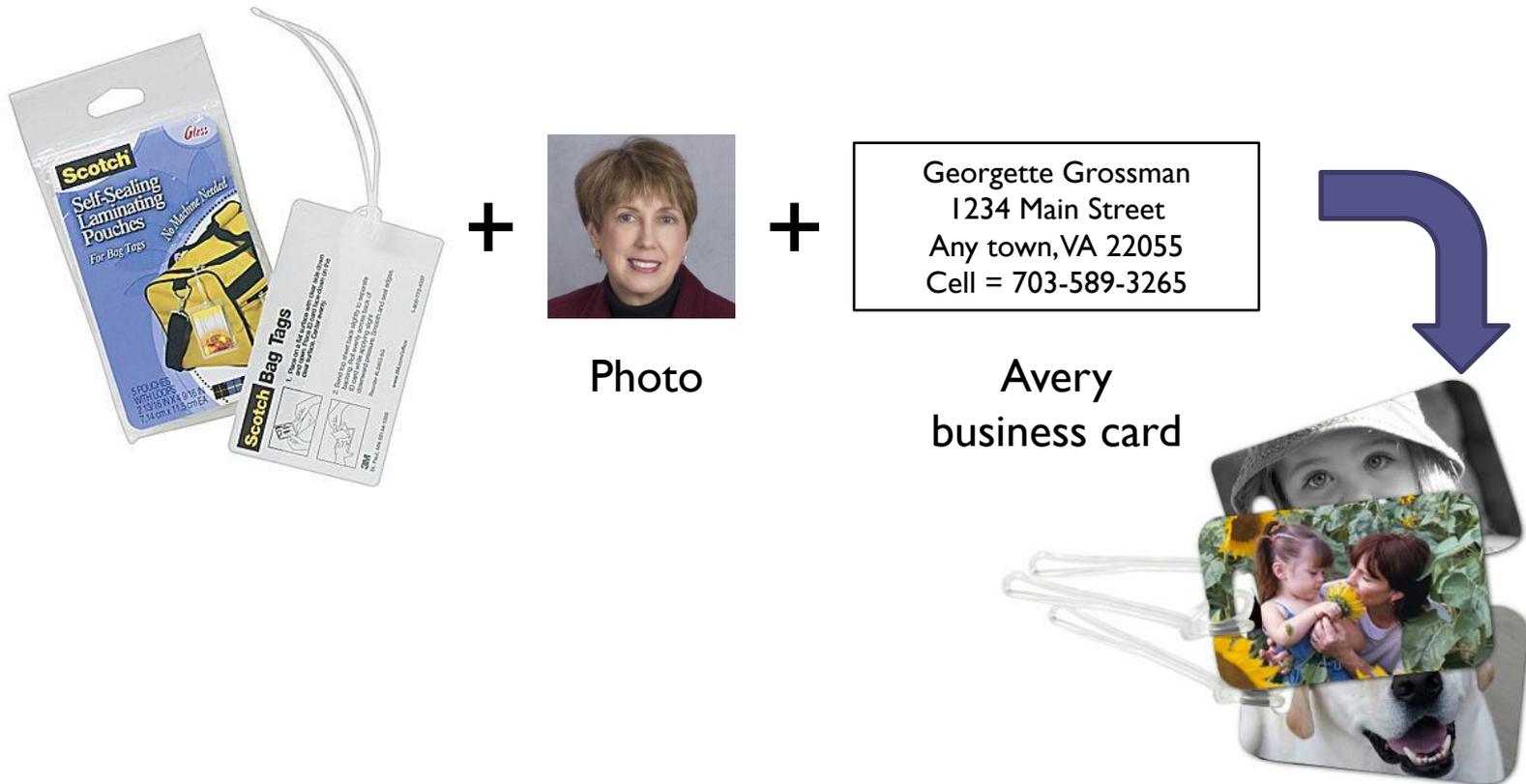


FOR THOSE WHO DO NOT PRINT

Other Items

- Books
- Canvas prints
- Water bottles, mugs, travel mugs
- Mouse pads, magnets
- Tee shirts
- Blankets
- Prints on tiles
- Cell phone covers
- Tote bags
- Luggage tags

Luggage tags



From Staples: Scotch 12.5 mil Self-Adhesive Laminating Pouches, Luggage Tag Size, 5 pack (\$6.99)

Resources

- Red River Paper: <http://www.redrivercatalog.com/cardshop/scored/index.htm>
- Vista Print: <http://www.vistaprint.com/>
- Costco: <https://www.costcophotocenter.com/Home/>
- Shutterfly: <https://www.shutterfly.com/personalized-gifts>
- Exposures: <https://www.exposuresonline.com/view-personalized-photo-products/>
- Snapfish: <http://www.snapfish.com/snapfish/photo-gifts/store>
- Mpix: <http://www.mpix.com/>
- Prints on Tiles: <http://www.printsontile.com/Home.html>

So, get your photos out of your computer NOW!!

