

Fotospeed FotoCards – how-to tips

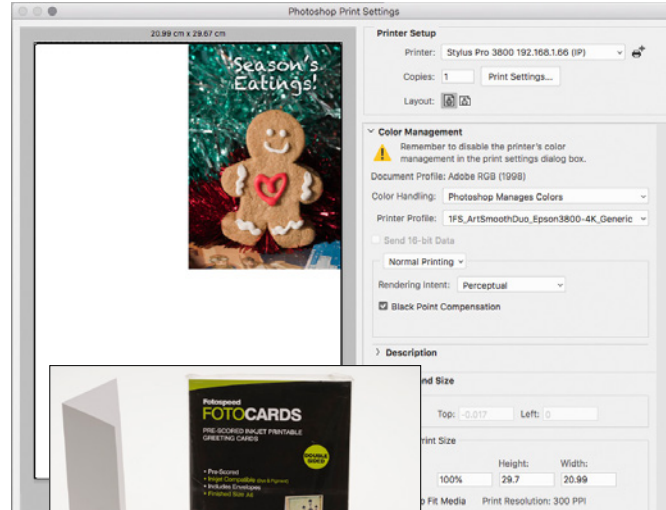
You may buy charity cards, or have a special litho printed run for the hundreds you want to send to family, friends and photo studio customers – but whatever you do, it's a good idea when greetings card seasons or occasions come round to have some ready-cut, pre-creased inkjet cards and envelopes in stock.

If you've never tried using these before, you can waste money and time trying to do the impossible. The popular greetings card kits use A5 sheets scored to fold to A6, or A4 folded to A5. From experience inkjet materials don't lie as flat as the very stiff board used by the card industry and the smaller size stays flatter and stands up better whether standing book fashion or 'tent'.

Double-sided inkjet papers are ideal for making cards as you can put colour inside – for example, personal or business group or head shots you can sign with the greeting legend.

Fotospeed offers **FotoCards** packs with 25 double sided cards in either Art Smooth Duo 220gsm (a natural warm white slightly textured paper) or Matt Duo 230gsm (a bright white smooth paper). We tested the portrait shape conventional fold in Art, making cards 105mm x 148mm high (£20.99 for 25) and an i3 panoramic tent fold in Matt (just £13 for 25). This makes an interesting 210mm x 74mm card (right) which has no tendency to curl and stays very stable on a desk or shelf. Fotospeed provides free downloadable templates but experienced print makers don't really need these.

Despite setting up a custom A5 paper size with zero unprintable margin using the Epson P3800 driver in *Photoshop*, I still got a 3.5mm white unprinted margin



Below: three cards made using different approaches to fit and bleed. The full bleed A6 (A5 paper size) card is made using an A4 size *Photoshop* image with the printed front top right – see the screen shot above.



(other printers may differ). I made a card with white margins but it doesn't really look professional. The answer is to design the *Photoshop* document to use the A4 paper options which do permit borderless bleed

printing. You can do this by using an A4 vertical page size, with the 105 x 148.5mm image in the top right corner, or panorama at the top. Feed the A5 card media 'landscape', using A4 *Borderless (Auto Expand)* on Epson printers. It will print only to where the image ends and then eject the

card with perfect fold alignment and bleed – see screen shot.

By feathering off the image all round its outer edge – a vignette to white – the alignment tolerances are improved for any printer where you can't do this. The cat with decorations card shows how this works.

Ragged or art-brush type vignetting – faux Polaroid or film edges, Victorian vignetting, creative framing – offer another answer, with white at the card edges. I used a brushed-emulsion layer mask for the panoramic card showing Floors Castle in snow.

Each *Photoshop* document covers the full A5 unfolded card area, and back-of-card printing can be added easily. The Fotospeed downloadable ICC profiles work well but if you need a (free) custom profile you should buy some regular A4 paper of the same kind. My choice would be the Matt Duo, it folds sharply without cracking and stays flat.

If you are putting text or graphics inside, print this first and allow to dry for an hour or so, then print the front. Leave for another hour before folding on the score/crease line (use gloves as you would for mounting or handling any inkjet print).

You can also choose from a range of single-sided papers (all are fine for writing on the reverse, or printing text only). The heaviest, new NT Bright White 315gsm, is a substantial high stiffness A4 sheet folding to an A5 card. From 52p each, including high quality dedicated envelopes, FotoCards are ideal for business and personal invitations as well as for birthdays, congratulations, condolences, get-well and more.

– DK

www.fotospeed.com



Fotospeed FOTOCARDS

COMPLETE WITH ENVELOPES

FREE PRINTING TEMPLATES ONLINE

VARIOUS SIZES & FINISHES AVAILABLE

	NST Bright White	Matt Ultra	Matt DUO	Art Smooth
i3			●	●
A6			●	●
A5	●	●		



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