

# Instructions & Strategy Guide for FlipPix Design

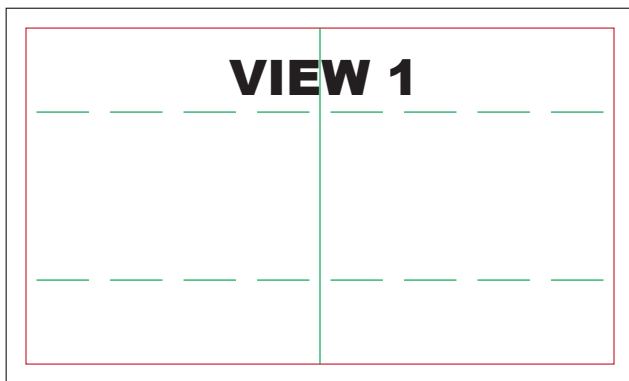
There are endless possibilities for designing a FlipPix. This guide will show you some of the common approaches and an example. **Remember, these are just suggestions and you can design your FlipPix to look however you'd like within its given form.**

A FlipPix consists of four different views. It is best to layout the views as you want someone to see them while flipping through the FlipPix.

Use the InDesign Design Template to create your artwork. This provides you with a template of how each page needs to be arranged.

The **red** line is the die cut. Around the die cut there is an addition .125in (1/8in) of space for the bleed. **It is important that you have bleed on all of the pages.**

The **green** lines are score lines. You should be mindful of these, because this is where the FlipPix pages will bend.

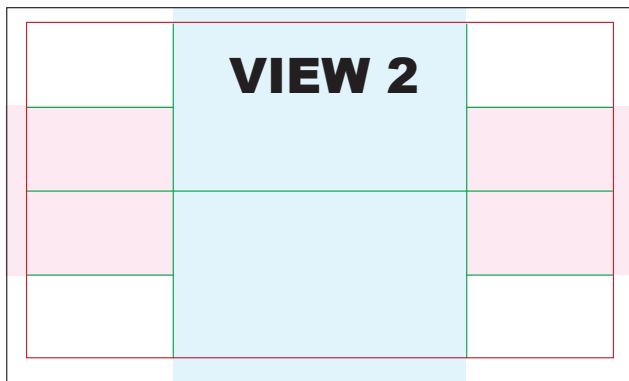


## Design - View 1

Start your FlipPix design with the First View.

This view is most often a single image with introductory text. For a business card this is where people place the typical text that appears on the business card.

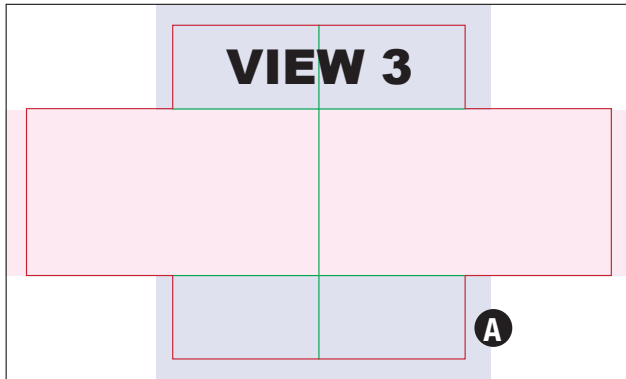
This image prints on two contiguous segments so there is no concern for registration. However, some laser printers will not fuse the image across the scores and die cuts so avoid solid coverage in these areas.



## Design - View 2

In this view you have options for how you want to layout your design. It is common to have a continuous image throughout the blue area. This is also where most people put their text.

*The most important concern* when designing this view is that the center left and right panels, shown in pink, will also appear on View 3. You need to be aware of this as you layout your design.



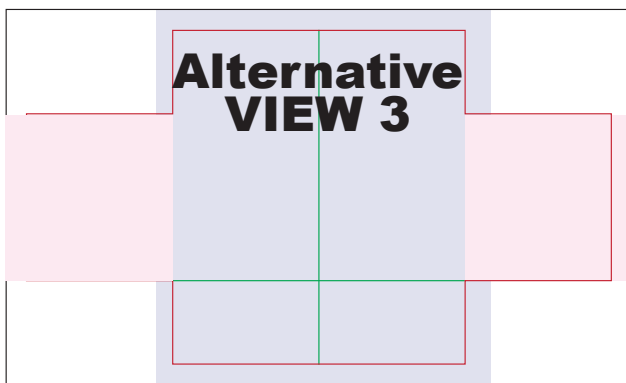
### Design - View 3

This view includes the right and left center panels seen in View 2, the pink area shows this.

The light purple color indicates the other area where content can be added.

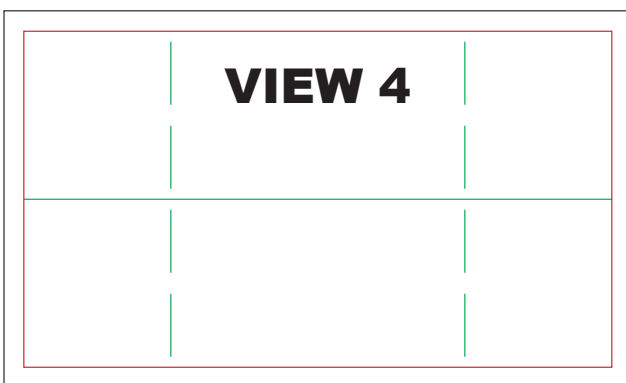
Please make sure to include the .125in (1/8in) bleed on the right and left, where the purple extends past the score cut. The **A** on the image shows where the bleed needs to be.

There will be no corners in this view so leave blank, other than the bleed.



### Alternative View 3

The dimensions and location, within the Flip-Pix, for this view is exactly the same as above. However we've rearranged the colors to make an alternative approach clear. In this View 3 you see that the pink area from View 2 is continued across the entire horizontal area. The purple has now become two smaller areas at the top and bottom.



### Design - View 4

This is like View 1. It is usually used as a continuous image that takes up the entire back of the FlipPix. It is your last chance to get your message across, because it is the final image in the series.

### Example

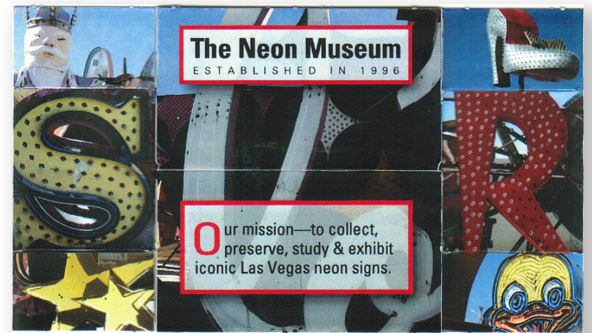
The next page will show you an actual example of a business card created with this format. This will help you get an idea of what you can do with this format.

# Example



## View 1

This is the front view. Notice how it looks like a typical business card. This is a common approach however, you'll notice that the rest of the card adds much more enjoyable viewing experience.



## View 2

This shows how you can place text in the center panel. It also shows how you can design the 4 corner panels as for separate images that work together.



## View 3

In this notice how the left and right side of View 2 are still present in this few. Although it's the same imagery it feels different next to the changed center panel, where more text has been added.

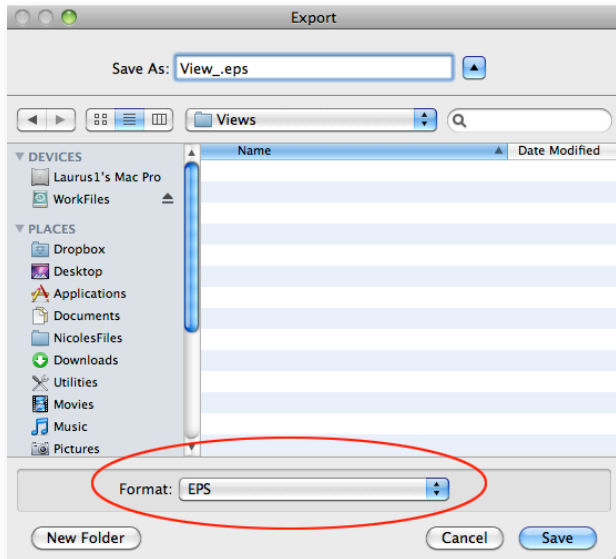


## View 4

The last view of the FlipPix. This has the call to action and reiterates who's business card you are holding.

## Printing Instructions

Once you have completed your design, you will need to save your file for print.

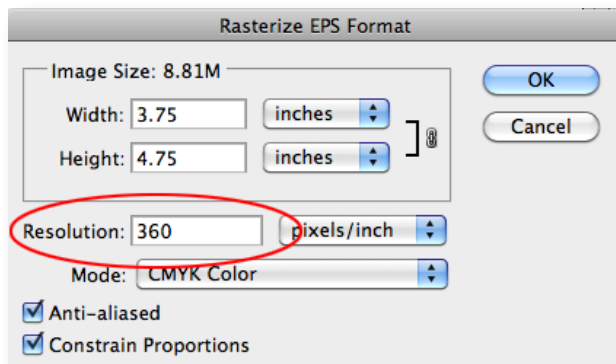


### Exporting your file in InDesign

1. Create a folder called "Views". This is where you will save your exported template.
2. Export your template and make sure it is set to EPS, see red circle. When exporting as an EPS, your InDesign template will be saved as four (4) separate files.
3. Make sure to title your file as "View\_". When the files are saved the digits 1-4 will be added after the underscore automatically. This will create the four files we need to create the print document.

### Photoshop Process

4. Now open up Photoshop. You will need to load the action "BusinessCardPrint.atn". This action will do all the heavy lifting for you.
5. Run the action.
6. While the action is running, you may be promoted to find your first view. Make sure to find the view you just created called "View\_1.eps".
7. Once you select that file you may see the box, like the one shown on left here. Make sure that the area circle in red has the resolution set to 360. Then hit "OK".



**Important:** You may be prompted to find the other files you created while the action is running. Make sure you go in order with your views and that all of them have the resolution set to 360.

Once the action is complete it will automatically save the file as BizCardPrint.psd and BizCardPrint.pdf in your "Views" Folder. These files are now ready to be printed!