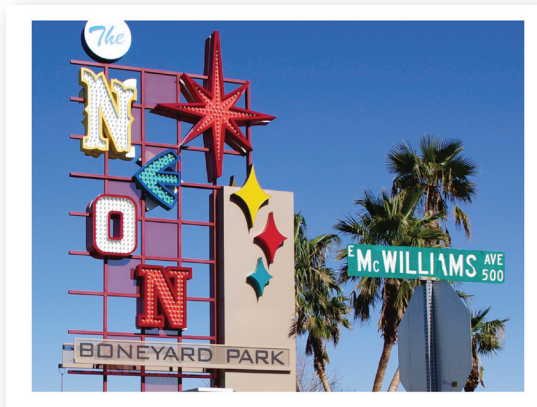# Instructions & Strategy Guide for PopUp Greeting Card

Below is an example of how to design your PopUp Greeting Card. **Remember, this is just a suggestion and you can design your card to look however you'd like within its given form.**

Front

This is the first view a person sees. It should be eye catching and make the person want to open the card.

Inside Top - PopUp Area

This is the are with the PopUp. We have the letter N in this area. This creates a dynamic and exciting image. We recommend making your PopUp work within the overall image, but what actually gets popped up should be something you want to put emphasis on.

Inside Content Area

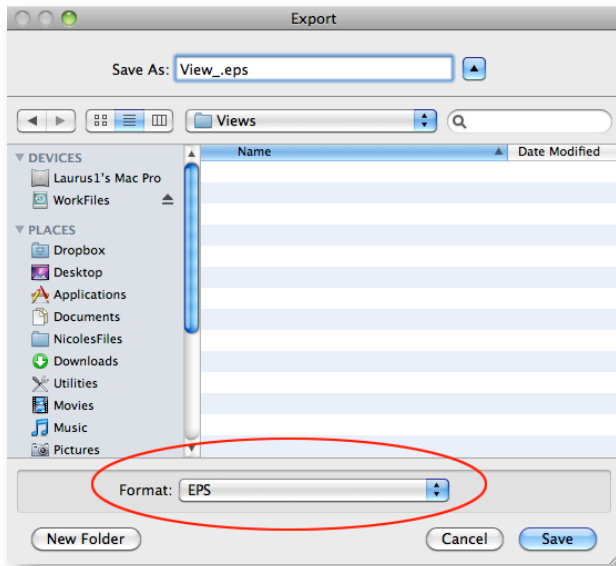This is the main content area of the card. We recommend that this be where you put most of your text.

Back

This is the back of the card. We chose to show how you can put multiple images on an area. You can get creative and do a lot with this space.

Printing Instructions Without Bleed

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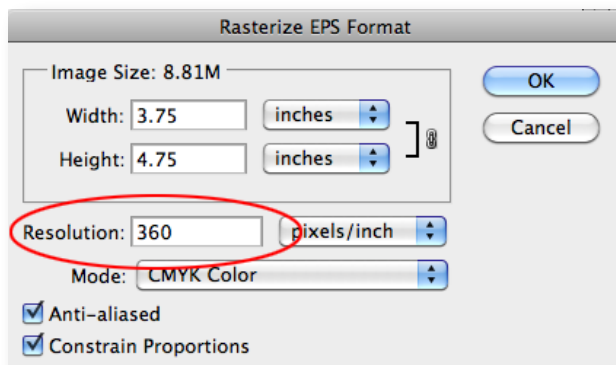
Exporting your file in InDesign

1. Make sure to turn off any layers that need to be personalized, i.e. the address or name. You will need to add this back in after you prepare the print ready file.

2. Create a folder called "Views". This is where you will save your exported template.

3. 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.

4. 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

5. Now open up Photoshop. You will need to load the action "PopUpCardNoBleed.atn". This action will do all the heavy lifting for you.

6. Run the action.

7. 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".

8. 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 promoted 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.
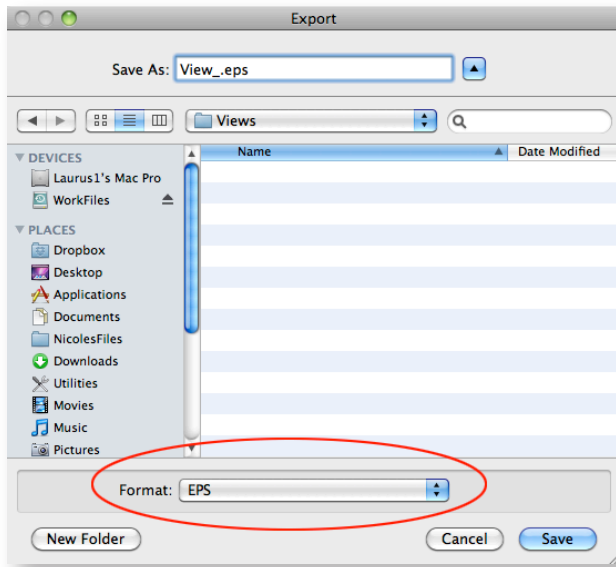
Once the action is complete it will automatically save the file as PopUpCardNoBleed.tif and PopUpCardNoBleed.pdf in your "Views" Folder.**These files are now ready to be placed into InDesign to add the needed personalization and text.**

Adding Personalization in InDesign

9. Create a document that is 8.5in by 11in.

10. Place the newly created PSD file so that it lines up with the edge of the document.

11. Add in the personalization/text where it is need.

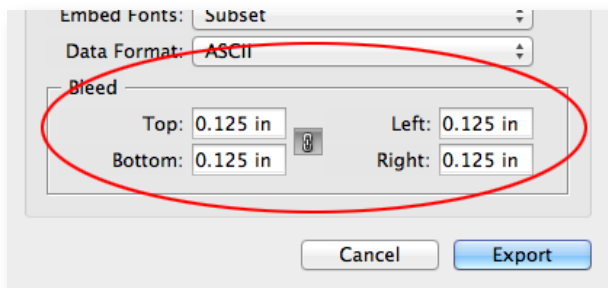12. Now your file is ready for print!

Printing Instructions With Bleed

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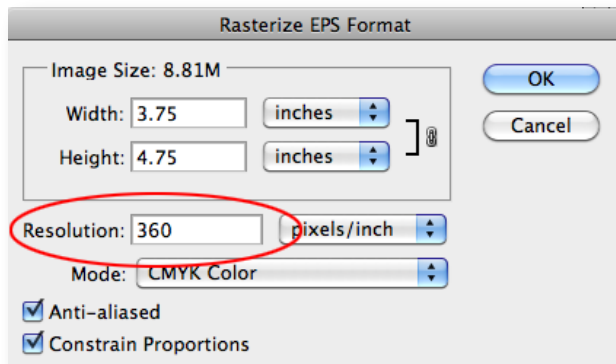
Exporting your file in InDesign

1. Make sure to turn off any layers that need to be personalized, i.e. the address or name. You will need to add this back in after you prepare the print ready file.

2. Create a folder called "Views". This is where you will save your exported template.

3. 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.

4. 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.

5. Make sure to export with Bleed of .125in on all sides as shown in the second image.

Photoshop Process

6. Now open up Photoshop. You will need to load the action "PopUpCardBleed.atn". This action will do all the heavy lifting for you.

7. Run the action.

8. 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".

9. 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 promoted 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 PopUpCardBleed.tif and PopUpCarBleed.pdf in your "Views" Folder.**These files are now ready to be placed into InDesign to add the needed personalization and text.**

Adding Personalization in InDesign

9. Create a document that is 8.5in by 11in with .125in bleed on all sides.

10. Place the newly created PSD file so that it lines up with the edge of the bleed.

11. Add in the personalization/text where it is need.

12. Now your file is ready for print!