

Greetings Card



happy birthday

Whether it's to celebrate a birthday, an anniversary, or a graduation, or simply to tell a friend you are thinking of them, we all enjoy sending and receiving greetings cards. With PagePlus, you can impress family and friends and make that special event even more memorable by making your own greetings card from scratch.

In this project, you'll learn how to:

- Lay out a folded publication.
- Work with a variety of images to create very different effects.
- Create and format text.
- Adjust image colour.
- Use the **Styles** tab to add a variety of effects.
- Add a **Gallery** flash.
- Select the right paper for your greetings card.
- Print a greetings card.

Greetings Card

In this project, we'll create four different greetings card designs, which you can print on a home printer. We've supplied sample images for you to use; you'll find them in the ...**Workspace\Greeting Card** folder of your PagePlus installation directory

(usually **C:\Program Files\Serif\PagePlus\X4\Tutorials**).

We'll start by creating and saving a blank document.

To create and save a greetings card document

- 1 In PagePlus, click **File**, point to **New**, click **New from Startup Wizard**, and then click **Start New Publication**.
- 2 In the dialog, click **Folded**, and then click **Greetings Cards**. Click the first template—**Card**—and then click **Open**.
- 3 To save the new document, click **File**, then **Save**.

Now to import the image for our greetings card.

To import and position an image

- 1 On the Tools toolbar, click  **Import Picture**.
- 2 In the **Import Picture** dialog, browse to the ...**Workspace\Greeting Card** folder and open the **Flower.jpg** file.
- 3 When the cursor changes to  click on the page to insert the image. (Note that the Picture tools are displayed in the context toolbar.)



Before importing into PagePlus, an image of a detailed flower was opened in PhotoPlus. The background was then removed to produce a clean and contemporary design.

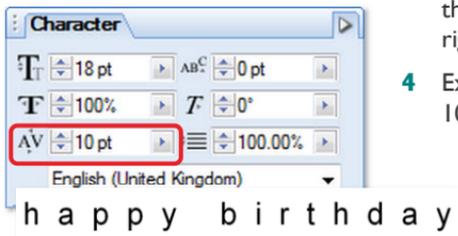
The same effect can also be produced using PagePlus' Image Cutout Studio. For more information, see online Help or the **How To** tab.



- 4 Resize the image by clicking one of its corner handles and dragging it to a new position. Make this image about 6 cm by 6 cm.

Let's add the title. We want it to match the look and feel of the image, so we'll use a modern font style.

Use the **Fonts** tab to view your currently installed fonts and apply them to your text objects. Select your text, then hover over a listed font for an in-place preview—simply click to apply the font to your text. The tab also hosts a **quick search** feature to filter fonts by name, attribute, or type.



To create a title using artistic text

- 1 On the Tools toolbar, click the **Artistic Text** tool, click about 2 cm below the image and type 'happy birthday'.
- 2 Click in the text and press **Ctrl+A** to select both words. On the Text context toolbar, choose the font style for your heading. We used Arial 18 pt.
- 3 With the text frame selected, click the **Character** tab at the lower right of the workspace.
- 4 Expand the character spacing to 10.0 pt.

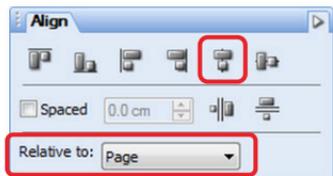
To do this either, click the 'up' arrow, or click the 'right' arrow and then drag the slider.

Let's position our image and title so that they are centred horizontally on the page. PagePlus offers us a precise method of aligning objects on a page using the **Align** tab.

To align objects on a page

- 1 Press and hold down the **Shift** key, then use the **Pointer Tool** to click on the image and the text object. A blue bounding box appears around both objects.
- 2 On the **Align** tab:
 - In the **Relative to:** drop-down list, select **Page**.
 - Click **Centre Horizontally**.

For a quick and easy effect, we'll bold and change the colour of the first letters of the title words; we'll then add a subtle reflection.



To change font colour

- 1 In the text frame, click and drag to select the letter 'h.'
- 2 On the **Swatches** tab, select the **Standard RGB** palette from the **Palette** flyout.
- 3 Click the **A Text** button and choose one of the pink swatches—we used RGB (255, 127, 255).
- 4 With the letter still selected, click the **B Bold** button on the Text context toolbar.



We can now copy and paste the formatting of the letter 'h'.

- 5 Press **Ctrl+C** to copy the selected letter 'h' and then, select the letter 'b' and click **Edit > Paste Format**.

Now to add a reflection. This effect looks impressive, but with the **Styles** tab, it's achieved with a click of a button! We're applying the reflection to an artistic text object but it works equally well on shapes, images, and other objects.

To add a reflection effect to an object

- 1 Select the text object.
- 2 On the **Styles** tab, in the category drop-down list, select the **Reflection** category.
- 3 In the **Artistic Text Reflections** sub-category, click on **Text Reflection 03** swatch.

The reflection is applied. However, because our text has descenders, the 'tails' on the letters p and y, the reflection needs to be tweaked slightly.



happy birthday

- On the Attributes toolbar, click the  **Filter Effects** button.
- In the **Filter Effects** dialog, drag the **Offset** slider to the right to increase the distance between the text and the reflection. The effect immediately updates on the page, or, if open, in the dialog preview window.
- When you are happy with the effect, click **OK**.

h a p p y b i r t h d a y
u s b b λ p i l l μ q s λ



You've created the layout for your first greetings card! As you can see, it doesn't require complicated procedures, or professional graphic design skills. In fact, the simplest designs often work the best.

To further demonstrate this point, we'll show you a few more examples, all of which use simple techniques that you can adapt to suit your own needs.



Try to avoid importing very large image files. Even if these are scaled down on the publication page, the original file size is preserved. As a rule, downscale your images first using photo-editing software (such as PhotoPlus), then import them into PagePlus.

For this party invitation, the main photo was taken at an interesting angle, giving the composition some depth.

Again, a minimal palette of colours was used, the colours of the image being reproduced in the title. We used the same technique described above to create the reflection effect.





happy birthday

For this textured abstract design, we started with an image of a vibrant textile. We cropped the photograph to show the detail of the fabric texture (you could do this with photo-editing software, or in PagePlus itself), and then placed it in the centre of the composition.

The colours of the text were then matched to the textile. To do this, we used the  **Colour Picker** on the **Colour** tab.

For details, see the *Colour Schemes* tutorial.

The next few examples show how you can turn an everyday photo of a pet or family member into a fun greetings card.

We imported our photo and then altered its colour properties by using the **Swatches** tab and the image adjustment buttons on the Picture context toolbar.

To quickly recolour an image

- 1 With the image selected, click the  **Fill** button on the **Swatches** tab. Choose a colour from the palette—generally darker colours work best for this technique (for example, brown will create a sepia effect).
- 2 Use the brightness ( increase and  decrease) and contrast ( increase and  decrease) buttons from the Picture context toolbar to adjust image levels.

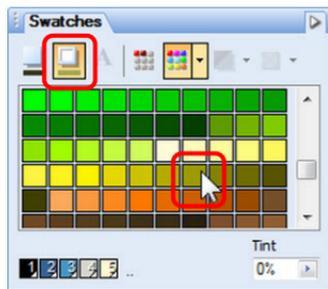
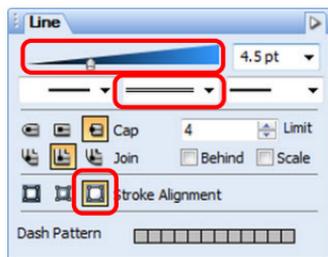


TOM

To give the piece a more finished feel, we also added a line border to the image.

To add a line border to an image

- 1 Click to select the image.
- 2 To add the line, on the **Line** tab:
 - Select a line style from the drop-down menu (we selected a double line style).
 - Drag the slider to the right to increase the line weight.
 - Click to select a **Stroke Alignment** style (we chose **Align Outer**).
- 3 To change the line colour, on the **Swatch** tab, click the **Line** button and click a colour swatch.

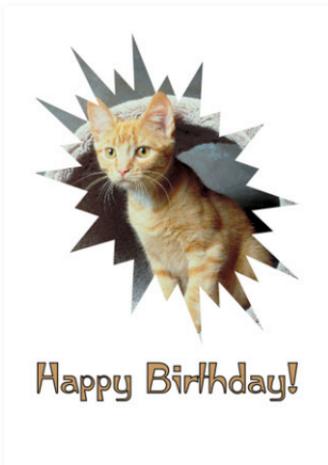


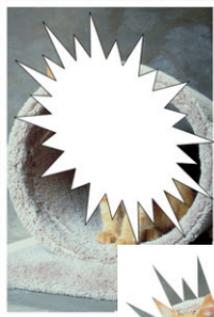
For the finishing touch we added a caption. A big, bold, fun font is used to good effect here. For consistency, we used the same colour for the text as we chose for the line border.

In this example, we imported our photo and then applied a fun-shaped crop using a QuickShape.

To crop to a shape

- 1 Import an image.
- 2 On the Tools toolbar, select a QuickShape from the **QuickShape** flyout. (We selected a **Quick Star**.)





- 3 Drag on the page to draw the QuickShape and use the nodes to change the shape as necessary.
- 4 Position the shape over the area to crop.
- 5 Select the QuickShape and the picture beneath it and on the **Tools** menu, click **Crop to Shape**.

The image is revealed.



You can position the image within the crop using the  **Square Crop Tool**. For more information see the **How To** tab or online Help.

In our final example, we imported our image and added a filter effect from the **Styles** tab.

To add a filter effect

- 1 Click to select the image.
- 2 On the **Styles** tab, in the category drop-down list, select the **Bevels** category.
- 3 In the **3D** sub-category, click on **Small Bottom Right** swatch.

The effect is applied and immediately, the image is lifted from the page.



Thank you!

The inside pages

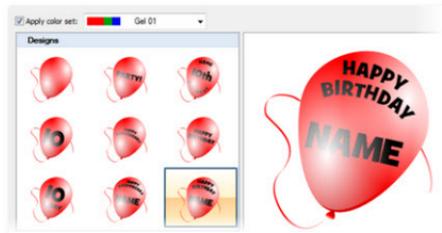
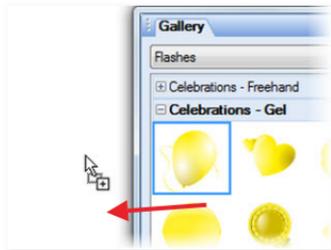
When you are happy with the front of your card layout, you're ready to add greetings to the inside pages—even a verse if you're feeling really creative! However, to take out the hard work, why not add one of the flashes from the **Gallery** tab.

To add a flash from the Gallery tab

- 1 On the **Gallery** tab, in the category drop-down list, click **Flashes**.

All of the designs available for selection are displayed in the main section of the tab.

- 2 Drag the design you want to use onto your page.



- 3 A dialog opens, displaying variations of the selected design.

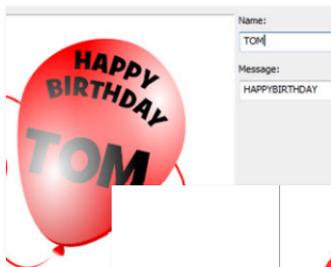
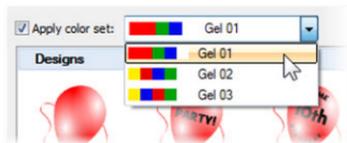
Click to select the variation you want to use.

- 4 At the top of the dialog, the **Apply colour set** check box is selected by default. The adjacent drop-down list provides colour sets specifically designed to complement the design.

Select the colour set you prefer.

- or -

To apply the colour scheme currently used in your document, clear the **Apply colour set** check box.



- 5 If your flash contains a name and/or message you can edit the text by typing directly into the text box(es).

- 6 To add the design to your page, click **OK**.



The design is inserted at default size.

If required, you can resize it by clicking and dragging a corner resize handle.

Tips for printing

You can buy packs of pre-folded greetings card paper and envelopes from most office suppliers. Usually, this paper is specifically intended to be used with inkjet home printers, and comes in 160 gsm weight.

When you select or define a **Folded Publication** (as we did at the beginning of this exercise), PagePlus automatically performs imposition of folded publications. The settings ensure that two or four pages of the publication are printed on each sheet of paper. This saves you from having to calculate how to position and collate pairs of pages on a single larger page.

That's all there is to it! We've shown you several examples of greetings cards to start you off, and hopefully inspire you to create your own unique designs. As you can see, all it takes is a little time and imagination.



To produce professional-looking, double-sided sheets, why not take advantage of PagePlus's duplex printing feature? It enables you to achieve great double-sided printing results, even if you don't have a printer capable of automatic duplex printing. See the section *Manual Duplex Printing* in online Help for more information.



It's worth experimenting with printing your cards on everyday paper first, to get everything (margins, positioning etc.) set up correctly.