

"Let's Get Creative - holiday fun projects "

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Wednesday, Oct. 25

Introduction

Why create your own project, such as greeting cards, calendars or labels, etc? There are two good reasons that I can think of, one is to save some money as the cost of greeting cards keeps rising, but the main reason is to personalize what is, of course, a personal expression.

There are three main ways of creating these personal projects. The first is to use the specific program designed for this. Second way is to use online resources, and finally any word processing or desktop publishing program can also be used. The main advantage of a specifically designed program, is that they normally come with a larger range of pre-made templates, and are normally very easy to use. The online resources are more focused on using your photographs in projects, rather than clipart. With Word processors, you are normally on your own in terms of creating the layout and finding clipart, etc.

Today's seminar, will provide examples of each of these methods, which hopefully will give you some ideas on projects that you might want to try and help you decide which approach you might take to complete those projects. These are the four topics we will cover today, though it may not be possible to complete the last item (mailing labels with mail merge).

1. **Use a purchased program (I'll use Broderbund PrintShop 15) to create:**
 - a. Greeting Cards
 - b. Calendar
 - c. Return Labels
 - d. Custom Paper
2. **Use an On-line resource to create personalized items:**
 - a. Mugs
 - b. Mouse pads
 - c. Tee shirts,
 - d. Etc
3. **Martha will use MS word to create greeting cards,**
4. **Mailing labels with mail merge.**

Using a purchased program

There are quite a few different programs available – just go to Amazon.com and search for Greeting Card software. Here's some examples.

- Hallmark Card Studio Deluxe 2006 \$37
- Art Explosion Greeting Card Factory Deluxe 5.0 \$26
- American Greetings Create a Card 7 Gold \$25
- Broderbund Print Shop 21 Deluxe \$14
- Broderbund Print Master

Some only make greeting cards, others, like PrintShop and PrintMaster can produce multiple types of items.

In addition to these specific programs, many of the digital photo applications also include a lot of capability in terms of producing greeting cards, banners, calendars, etc.

- Adobe Photoshop elements
- Microsoft Picture It Premium
- Microsoft Digital Image Pro
- Microsoft Works Suite

are all examples of these programs that have good project capability.

I will use PrintShop 15. This is not the current version, but works well. Later versions just seem to add a few more types of projects and a lot of additional online stuff – that you often need to buy.

The advantage of these programs is they include a lot of templates, fonts and clipart on CD's plus more available on-line (some free and some fee).

When installing PrintShop, you can optionally install the clipart to your hard drive – no need to put in the cd's to access the clipart.

Basic Elements of PrintShop:

- Headline text
- Text box
- Photos
- Clipart
- Other tools

Headline text

This is used for headlines or emphasis! Headlined text allows special formatting, such as drop caps, shading, outlining, etc..

Let's open PrintShop, and start with a blank document and try some headline text. All the functions are available from the Menu bar or the Toolbox on the left. Headline text is created by clicking Text/Insert Headline.... The Create a Headline dialog box opens,

from which you can select from some ready made creations, or choose customize, to create your own.

Text box

A text box allows regular text to be added within a bounding box. This text can only be formatted with the font type, font color style and size. Text boxes can be linked so that text will flow from one to the other and can be easily moved around the document.

Let's try adding some simple text. Click Text/Insert Text Box... By right clicking the text box, we can add a radiant glow, and/or a drop shadow. In fact, these effects can be applied to almost any object. We can also change the shape of the text box, or add word balloons

Photos

Quite often we will want to import our photos to our projects. Print Shop has some basic photo editing capability but can also add some special effects such as, torn edges, parchment effect, frames and Borders, faded edges, drop shadows, etc.. You can also use the crop tool to crop a photo to a redefined shape (e.g. a heart).

Let's try adding a photo and playing with some of these special effects.

Clipart

Clipart is used widely in many of the projects. Print Shop has some excellent clipart that is sorted by different categories, but is also searchable by keywords. Most of the premade designs and templates, use the included clipart. Print Shop 15 comes with two CDs full of clipart, plus access to quite a lot of extra online. Let's now find and add some clip art. Remember, to click back on "All" after using a keyword search, otherwise the next time you open the clipart gallery, it will only show the results of your previous search.

Other tools

Also available are, watermarks, backdrops, borders, frames, tables, drawing tools and custom graphics. All provide tools that give almost limitless creative possibilities.

Creating a project

There are many different projects available within PrintShop. These include, banners, brochures, business cards, calendars, greeting cards, etc. Basically, all of these projects are just different size layouts, that use some or all of the above elements – and many of these elements use the same customization tools. Once you are familiar with these basic elements and customization tools, creating any project is very easy.

Create a Greeting Card from a template

Click Project Planner and Create a Project. We're going to select a Greeting Card, Personalize a Quick Start, Quarter fold and finally Christmas. Now there are a number of selections to choose from.

Another way to choose a template, is, from the "Project Picker" and click "Search Projects". From the All Projects tab, click "Christmas" to see all Christmas projects, or click one of the subsets, to see just that set.

- Customize text, etc
- Insert photo, new clipart, sentiment, etc.
- Create from online template

Create from Scratch

Similar to above – except choose "Start from Scratch". Now choose the style and add the text and graphics of your choice!

Create a Calendar

Starting with the Project Picker, choose "Create Project" and then "Calendars". Again, a Quick Start Layout or Start from Scratch, can be selected. Then the choices are a Yearly, Monthly or Weekly, along with the date.

Note: Although the days of the calendar will be correct, the Month and Year in the Quick Starts are just text, and need to be edited to be correct.

Custom Paper

- Quick Start greeting cards use standard 8.5" x 11" paper.
- Excellent value custom card and envelope stock available.
- We buy 6.5" x 10" stock from Michaels – excellent quality and a good price.

To use custom size paper:

- Important to create it before creating the card or project.
- Click "Custom Paper Wizard" in the tools menu.
- Create as many different custom stock papers as you need.
- Business cards, labels, ½ fold greeting cards, envelopes, etc.

To use custom stock, you will need to select "Create from Scratch" and a choice of paper sizes will be presented, including your custom creation. If you want to use a ready made template, open the template first, then create a new project from scratch using your custom paper, and copy/paste the objects from the template to your custom project. If necessary, resize the objects.

Printing

- Always use the print preview to check how your project will look
- Quarter fold cards will print on one side
- Half fold cards will need to pass thru the printer twice – run a test on ordinary paper first, to work out which way to put back the paper, to print the second side
- If necessary, change the paper size in the printer properties (if using a custom size)
- Don't forget to select the paper and print quality (high) from printer settings before final print.

Create return labels

Creating return labels is just the same as any other project – select a graphic and use your return address as the text. The only additional feature here, is that Print Shop will "repeat" your design for all the labels.

When selecting a label project, use the "Avery Number" to select the correct layout and label size.

On-line projects

There are many online sites that not only print photos you upload, but will provided lots of fun projects. These can include:

- Mugs, Mousepads, Ornaments, etc
- Holiday cards, posters, calendars, etc.
- T-shirts, pillow cases, tote bags, ties, baby bibs, etc
- Scrap books, memory books, clocks, coasters, etc.
- Etc. etc.

Stores such as:

- Longs www.longs.com - go to photo center
- Wal-Mart www.walmart.com – go to photo center
- Costco www.costcophotocenter.com – must be a member
- Kodak – www.kodakgallery.com (online - free to sign up)
- Snapfish – www.snapfish.com (online – also the "engine" for Longs and Costco)

all offer photo printing and adding your photos to numerous projects. The items/prints can normally be picked up in your local store, or sent by mail. The online stores will only mail your orders. Many also add the capability of sharing online albums.

When using online sites, it's good practice to first get your photos organized into folders that you'll want to upload into albums.

Demonstrate – Snapfish

First collect the photos you wish to use into a folder. Edit the photos, to make sure they look the way you want, and are of sufficient quality.

After creating a log-in, create an album and upload your pictures. Now you can use any of these photos in any number of projects.

Using MS Word**To design a greeting card (half page 8.5x 5.5”**

Envelopes do not require extra postage

- Open a new blank document save as Greeting Card
- Go to File and Page Set-Up and Margins (double click in the gray section of the ruler to open Page Set-up)
- Set Top Margin for 6”
- Choose a Font style and type a message or insert WordArt (such as Merry Christmas)
- Insert a piece of clipart, format and place it on the page.
- Create a second page for the inside message by going to Insert and Break and Page break
- Create a message for the inside of the card
- When you go to print the card, place the cursor in page one and Print current page
- Turn the paper around, move the cursor into page two and Print Current Page
- You will need to figure out how your printer feed works to reverse the paper so it prints correctly.

Download a Font

- For holiday fonts type www.theholidayspot.com/christmas/fonts/
- Follow instructions on the website to download a font
- Unzip it to the Desktop.

To install the font

- Open the Start Menu
- Go To the Control Panel and Open
- Click on the Fonts Folder and Open Move the Fonts window so you can see the icon of the font you placed on the Desktop. The Font Icon will have the name of the font followed by: TT which means it is a True Type font.
- What you see on the screen is what will print.
- Drag and drop the icon into the Fonts Window which will install it for use in Word documents.

Making a Gift Tag or a Place Card

1. Open a new document and save as Gift Tag
2. Go to File and Page Setup and Scroll down to Postcard 4x6
3. Click on Margins Tab
Set Margins Top =3” Bottom-Right-Left = .5” and OK
4. Go To Insert then Picture then Clipart, here you can do a search for snowman or Christmas
5. Go To Document and Paste
6. Click on Clipart and Resize
7. Right Click on Clipart and Format Picture/Object
8. Choose Behind Text
9. Go To Format and Font and Choose a decorative font
Font size 20-26 works on this size document, experiment with font effect such as Emboss or Outline.
10. Choose a font color that complements the clipart and click OK
11. Type a greeting

WordArt

1. Go To Insert Picture - WordArt
2. In YOUR TEXT HERE type a message in the font of your choice and OK
3. Go To View and Toolbars and check WordArt
4. In the WordArt toolbox Go To Format Object (the bucket)
5. Under the Colors and Lines Tab - In Fill click on a color that works with the clipart you chose
6. If you choose one that is multi-colored, you can change the color combination by clicking on Color then Fill Effects
7. Choose Two Colors then One Color and Two Color
8. If the WordArt has a 2 color combination Go To Line Color and choose complementary colors
9. Go to the Layout tab and choose Tight or Behind Text and OK.
10. Place WordArt with clipart
11. Print Preview to check your work.

Format Painter

It is easy to “pick up” a fancier font such as one you may have downloaded from the holidayspot; like CandyCane by using the format painter to apply to text once you see how the layout looks.

To Use Format Painter (The icon looks like a paintbrush with yellow paint)

The format painter allows you to copy formatting such as font style and size from one part of text to another.

- To copy formatting from one location to another.
- Select the text that you want to copy
- Click the Format Painter button on the standard toolbar (the I beam displays a paintbrush).
- Hold down the left Mouse button and select the text to receive the formatting.

To copy formatting to several locations

- Double click the Format Painter button
- Select the text to receive the formatting and release the mouse button and select additional text anywhere in the document.
- To turn off this feature click the Esc key or click on the Format Painter button. Try it!

Sources for clipart include

- The internet with FREE clips on line
- Most word processing programs come with an assortment of clipart files
- Programs such as Publisher and Print Shop come with clipart and fonts
- Clipart Collections on CD which can be purchased (Art Explosion)
- ClipArt from friends saved to portable files

Creating mail merge labels

- Export addresses from Outlook
- Import to PrintShop address book
- Create label