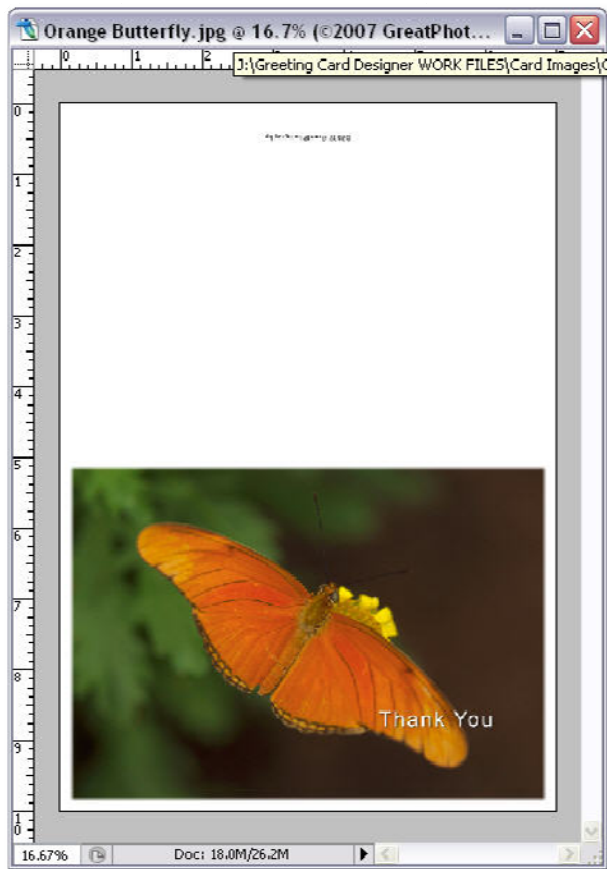


Am I doing something wrong?

The GreatPhotography Greeting Card Designer makes the layout of beautiful greetings cards simple. In just a couple of clicks you can have a stunning card laid out in Photoshop ready for printing. In most cases the cards print perfectly but from time to time operating systems, print drivers and printers seem to conspire to create frustration. This document is intended to help you print your greeting cards with ease.

First Things First – Did the Card Layout Correctly?



After you create your greeting card in Photoshop, look at the document you've created. Does it look like it was laid out properly? It should look similar to the picture to the left. Remember that the card will be folded in half so the image should be in one half of the card with a small border on all sides.

If your image didn't lay out like this then you need to start over.

- Be sure that you crop the image to the correct size. How you crop depends upon the version of Greeting Card Designer that you are using.
 - For the 7.0, CS & CS2 version, make sure you select the correct Crop Tool Preset.
 - For Elements 4.0 verify that the dimensions that you are using are correct for the card size you are creating.
 - For Elements 5 make sure that you are selecting the correct Effect and don't change the cropping dimensions when the program pauses to allow you to crop the image.

- Ensure that you begin with a flat file.
- When all else fails, read the Users Guide that came with the product.

It Looks Good in Photoshop, Now What

If it looks good in Photoshop then the Greeting Card Designer software has done its job.

Tips for Printing Your Greeting Card

Any printing problems are now part of the printing process that includes your printer and software known as a Print Driver. What's confusing is that it is often difficult to determine where your application (e.g. Photoshop) leaves off and the print driver and operating system take over.

Apple OS X Users

If you are using Photoshop and Greeting Card Designer on an Apple computer using the OS X operating system there are many known issues when printing. Red River Paper has done a great job identifying some of these issues and providing tips on how to avoid printer frustration. Look on the Red River Paper website and look in the Card Help Center. (<http://www.redrivercatalog.com/cardshop/index.htm>)

General Printing Tips

Okay, you've laid out the card and it looks correct in Photoshop but it's not printing properly. Now what?

Most likely, the problem is with the options that you are selecting when you try to print the card. This section provides some general printing tips and then there are sections to follow that provide more specific information for Canon and Epson printers.

Even though print drivers all provide the same basic functions, the user interface varies greatly between printer brands and even between printer models. The examples shown in this document illustrate the type of settings that must be made though your driver may look and behave differently.

The Big Picture

When you send the card to the printer there are a few major points that must be considered.

- You must define the proper paper size. Greeting Cards are odd sizes and must be defined by the user.
- The layout is based upon the orientation of the paper and *not* the image. For example, if you are creating a card using 7" x 10" card stock, the image can be laid out in portrait or landscape orientation. If the *image* is in Landscape orientation then the paper stock is in portrait orientation. Don't get hung up on this, simply look at the document in Photoshop and see which way it sits.
- The document file that is created by GreatPhotography's Greeting Card Designer is defines as the exact same size as the paper stock. You should NOT scale the image in the print driver.



- Because the document file and the paper stock is the same size, you will always get a warning message generated by Photoshop warning you that the image is larger than the papers printable area. That's perfectly normal and you should click Proceed.

The purpose of Greeting Card Designer is to ensure that no live image or text data actually ends

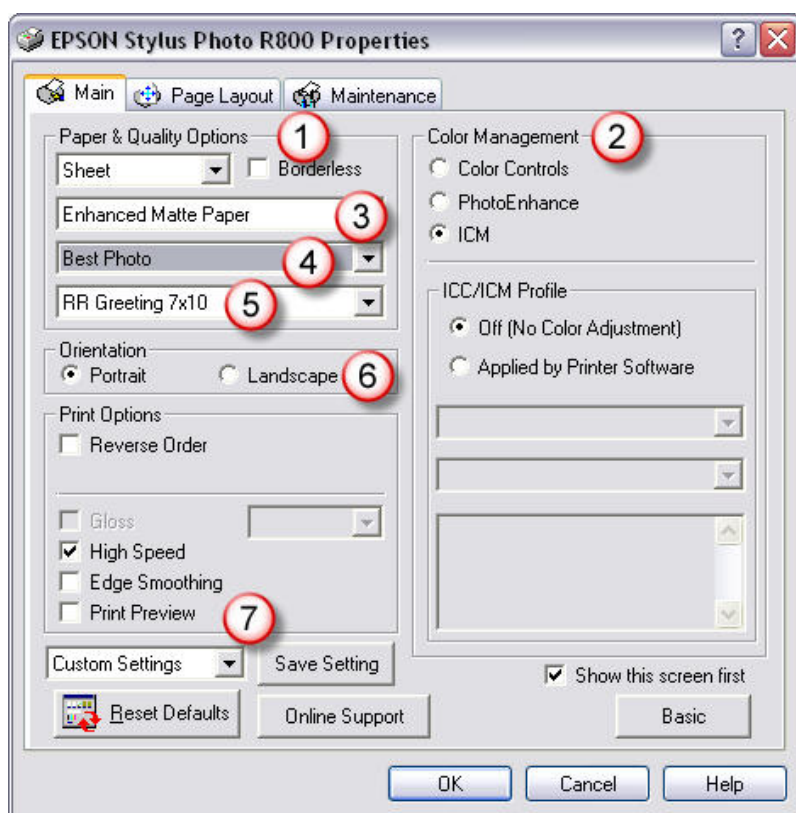
Tips for Printing Your Greeting Card

up in this unprintable area.

Printing With an Epson Printer

The following section illustrates printing a greeting card using an Epson Stylus Photo R800 using Adobe Photoshop CS2. Although you may have a different model, the print driver may look similar.

- In Photoshop click on File > Print with Preview...
- This brings up the Photoshop Print Preview window (You're still in Photoshop)
- Click on Page Setup. And work your way into your Printer Properties window. You're now in the Print Driver.



R800 - Main Tab

1. Don't select Borderless. Just because the brochure said you can print borderless with your printer does not mean that you can print borderless greeting cards. Borderless printing is generally limited to a select few paper sizes and does not include user define sizes like greeting cards.

2. Turn OFF all color management in your print driver. Photoshop does a much better job of managing color so you should NEVER let the driver manage the color when working with Photoshop.

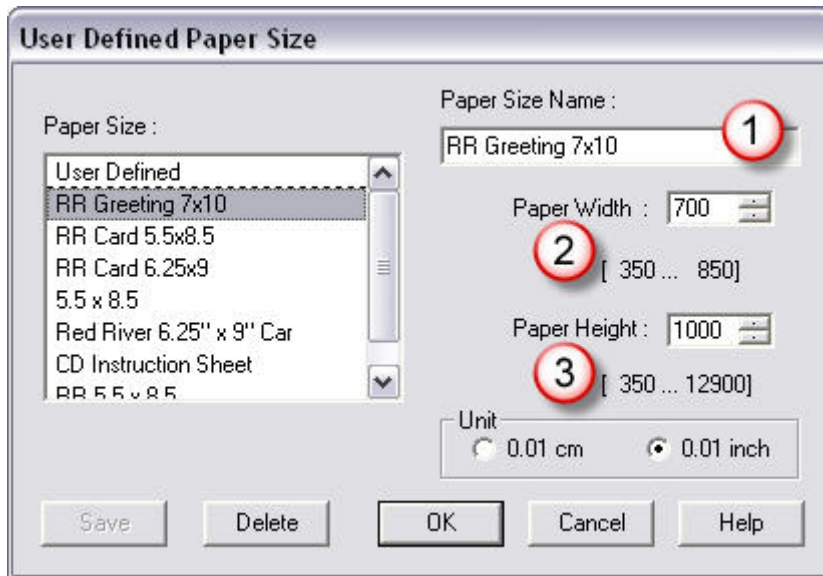
3. Define the type of paper used. Red River Card stock includes a red flyer in every box that helps

you determine the appropriate paper type.

4. Define the print quality.
5. You need to define the paper size. With Epson printers the dimensions are defined in 1/100 inch units (go figure).
6. Indicate the orientation of the paper stock – not the image.
7. Many print drivers allow you to save settings. Take advantage of this feature by saving user defined settings.

Tips for Printing Your Greeting Card

R800 – User Defined Paper Size



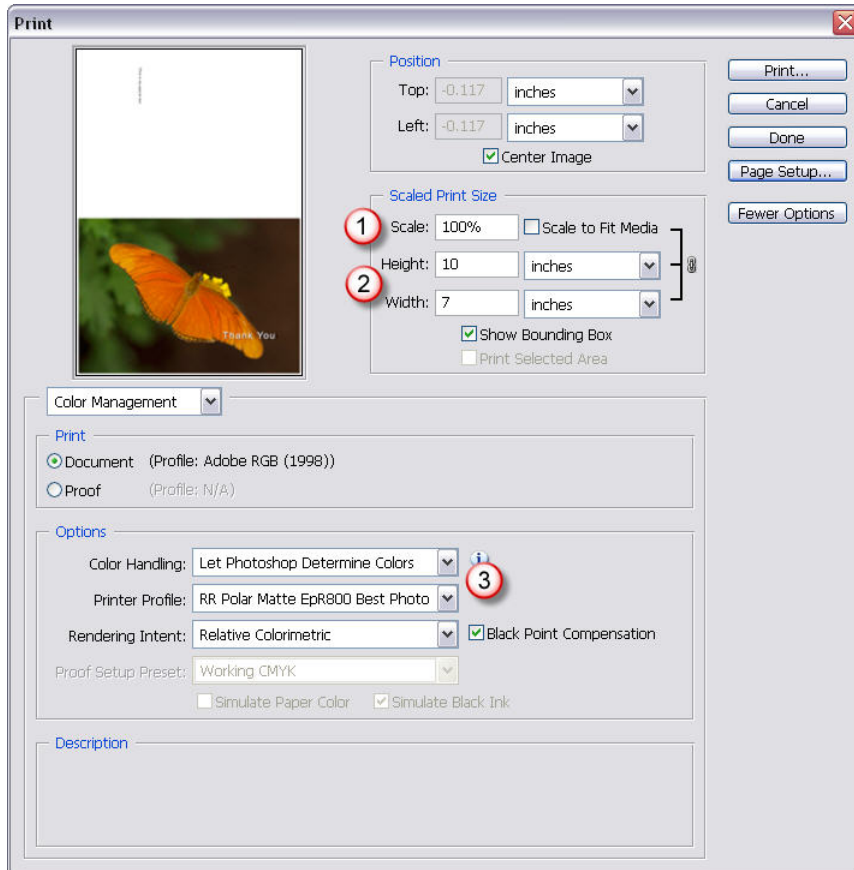
In step 5 above, if you select User Define for the paper size, a window pops up allowing you to define the paper size.

1. You can give the custom paper size a name.
2. Define the page width.
3. Define the page height.

Be sure that the unit of measure is in inches. Also, if you want to save these settings for later be sure to click on Save.

You shouldn't have to use the Page Layout or Maintenance tabs

Photoshop Print Layout



Once you're done defining all the print driver settings, you will return to the Photoshop Print preview window. In this window be sure...

1. Don't scale the image.
2. Ensure that the Height and Width are defined correctly.
3. Ensure that an appropriate Printer Profile is define for the paper that you are using and that Photoshop is set to manage the color.

Finally, does the image look right in the preview window? You can't judge fine detail but it does provide a good

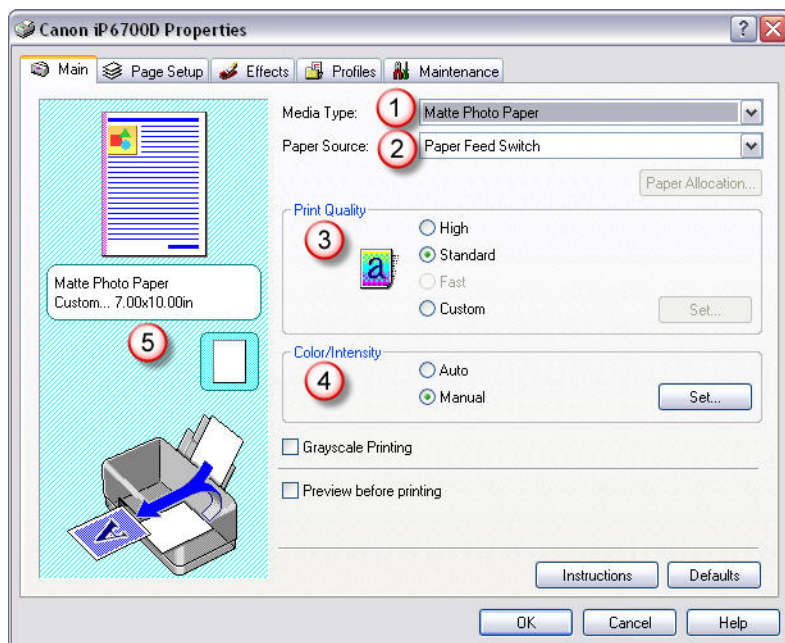
thumbnail for your final print job.

Printing With an Canon Printer

The following section illustrates printing a greeting card using a Canon iP6700D using Adobe Photoshop CS2. Although you may have a different model, the print driver may look similar.

- In Photoshop click on File > Print with Preview...
- This brings up the Photoshop Print Preview window (You're still in Photoshop)
- Click on Page Setup. And work your way into your Printer Properties window. You're now in the Print Driver.

iP6700D – Main Tab



1. Select the appropriate media type for the card stock that you are using. Red River Card stock includes a red flyer in every box that helps you determine the appropriate paper type.

2. Paper Feed Switch is the default setting for the iP6700. When the Paper Source is set to Paper Feed Switch the source is defined by the printer itself. You shouldn't have to change this.

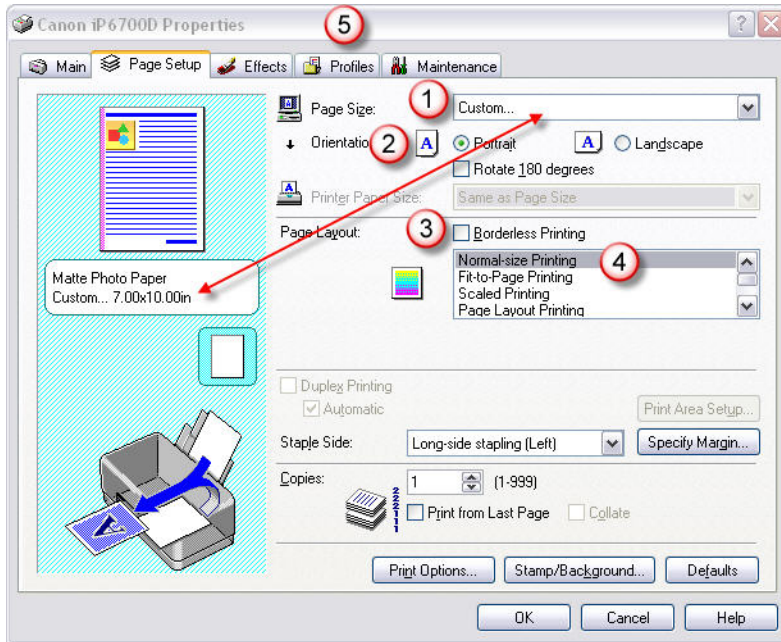
3. Set the desired print quality.

4. Select Manual and click on Set... and then turn off any color management in the print driver.

5. This summary window indicates some of the major settings. You may need to change the paper size. Do this on the Page Setup tab.

Tips for Printing Your Greeting Card

iP6700D – Page Setup Tab



1. Set a custom paper size using the dimensions of the card stock you are using.

2. Set the appropriate Orientation for the Paper – not your card's image.

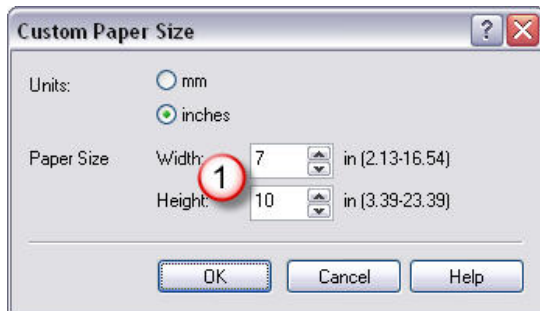
3. Don't select Borderless Printing. Just because the brochure said you can print borderless with your printer does not mean that you can print borderless greeting cards. Borderless printing is generally limited to a select few paper sizes and does not include user define sizes like greeting cards.

4. Don't scale the image. Select

Normal-size Printing.

5. After you've defined all these settings you may want to save them in a Profile. Select the Profile tab and define a new profile with your settings.

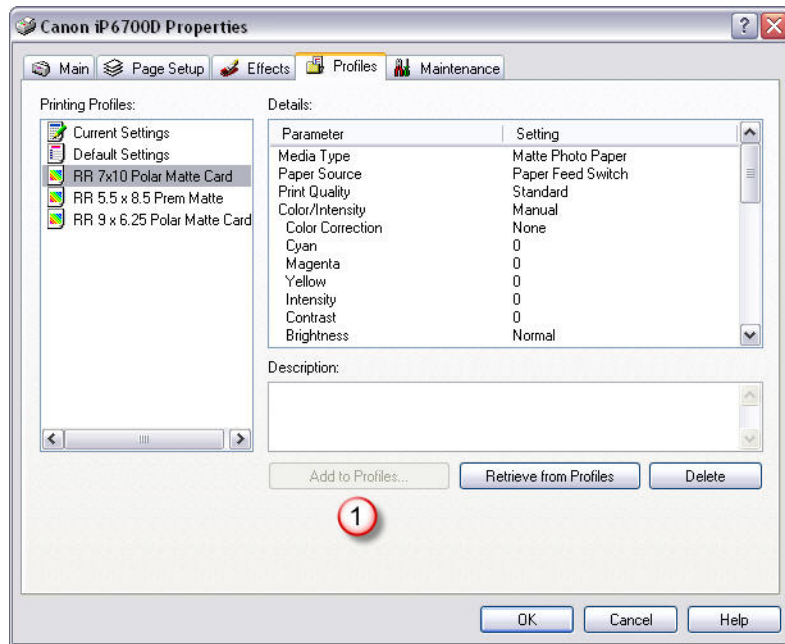
iP6700 – Custom Paper Size



In step 1 above you need to define a custom paper size. This window is opened allowing you to define the paper size of the greeting card stock.

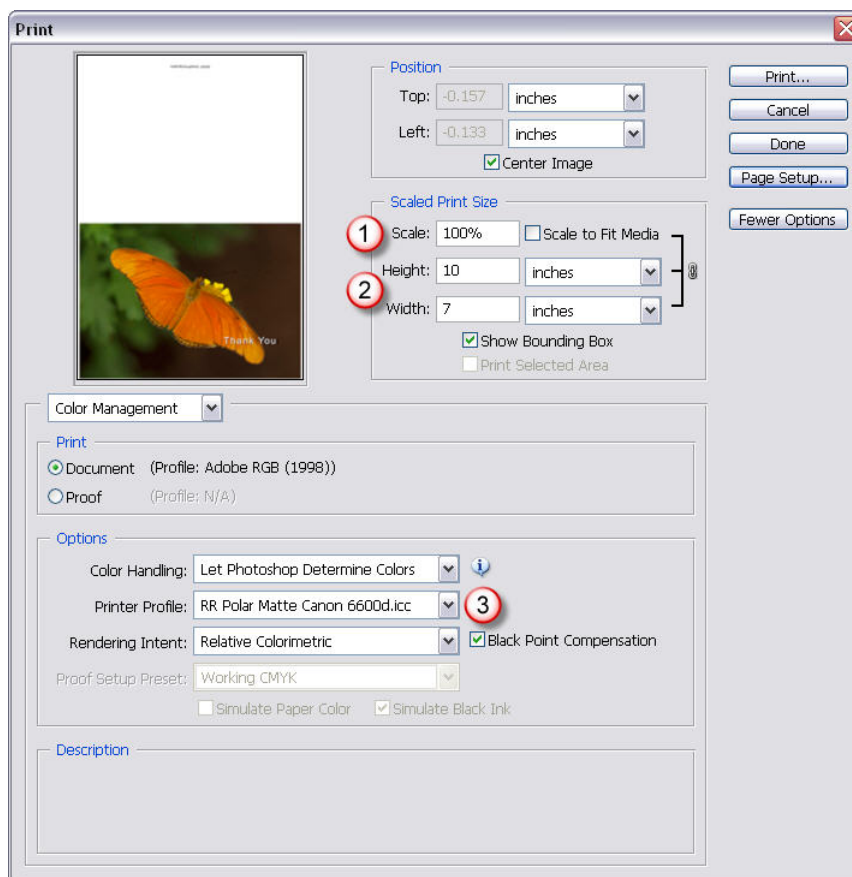
Tips for Printing Your Greeting Card

iP6700 – Profile Tab



1. Use this tab to define a profile with all the settings for this specific card setup.

Photoshop Print Layout



Once you're done defining all the print driver settings, you will return to the Photoshop Print preview window. In this window be sure...

1. Don't scale the image.
2. Ensure that the Height and Width are defined correctly.

3. Ensure that an appropriate Printer Profile is defined for the paper that you are using and that Photoshop is set to manage the color.

Finally, does the image look right in the preview window? You can't judge fine detail but it does provide a good thumbnail for your final print job.

Summary

Printing can be a frustrating process with any application – even more so when you’re using Photoshop and require precise color and alignment of your images. The trick to fixing these problems is learning to identify where the problem exists.

If you have alignment issues and the image looks right in Photoshop, then your focus needs to be on the print driver settings. Be sure that you study each of the options and understand what each one will do for you.

If you’ve exhausted all suggestions in this document, and on the Red River Paper web site, you may need to contact your printer vendor for support.

Epson Technical Support

United States

Epson America, Inc.

3840 Kilroy Airport Way

Long Beach, CA 90806-2469

USA

- United States 562-276-7296
- Canada 905-709-2567

Canon Technical Support

Canon USA offers a full range of customer technical support options:

- Toll-free live technical support** Monday - Friday 8:00 a.m. - 12:00 midnight ET, Saturday 10:00 a.m. - 8:00 p.m. (excluding holidays) at 1-800-828-4040
- The location of the ASF nearest you for carry-in service at 1-800-828-4040
- Toll-free TDD Support Line for the Hearing Impaired Monday - Saturday (excluding holidays) at 1-866-251-3752
- Technical Support for Customers in Canada at 1-800-OK-CANON