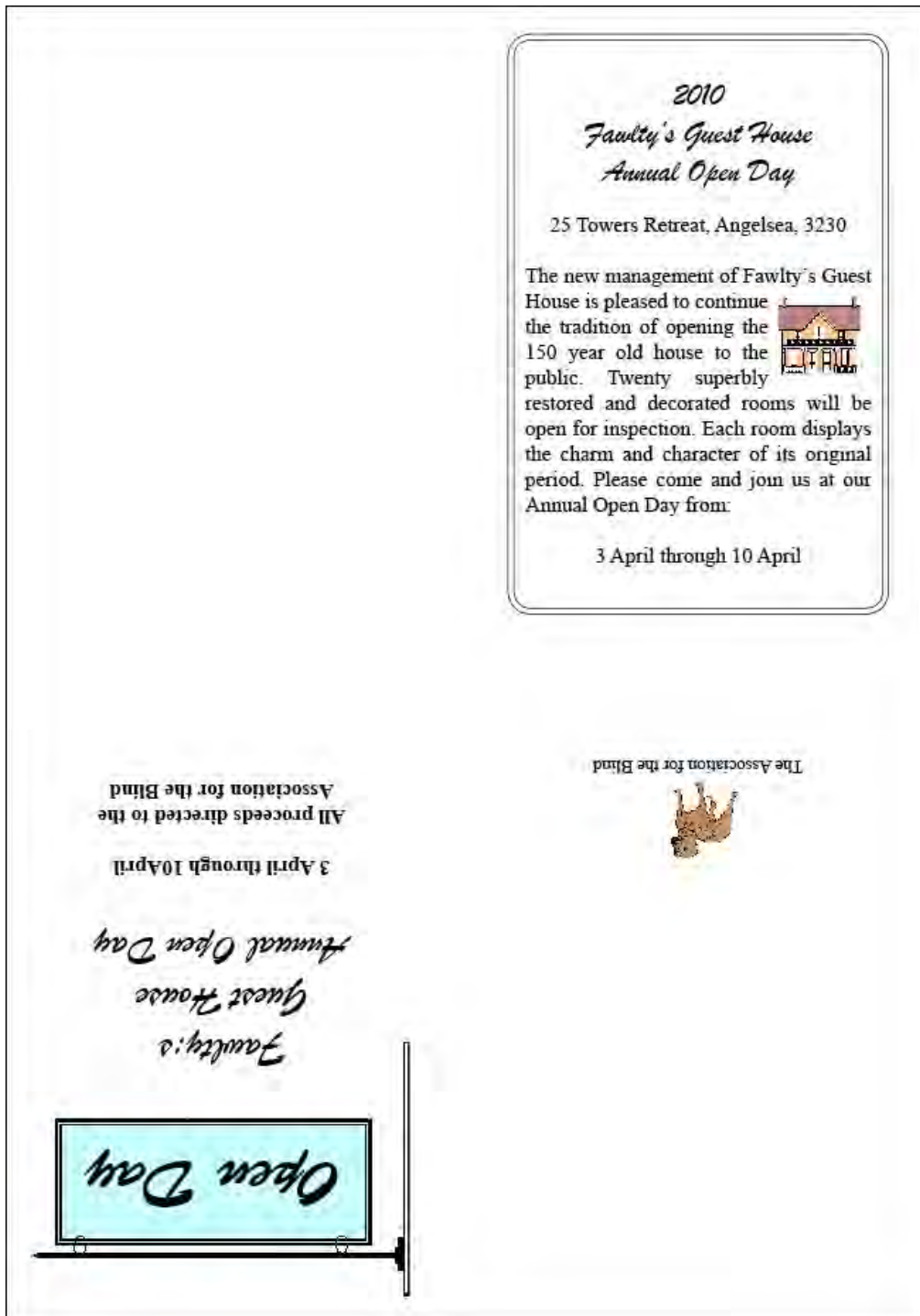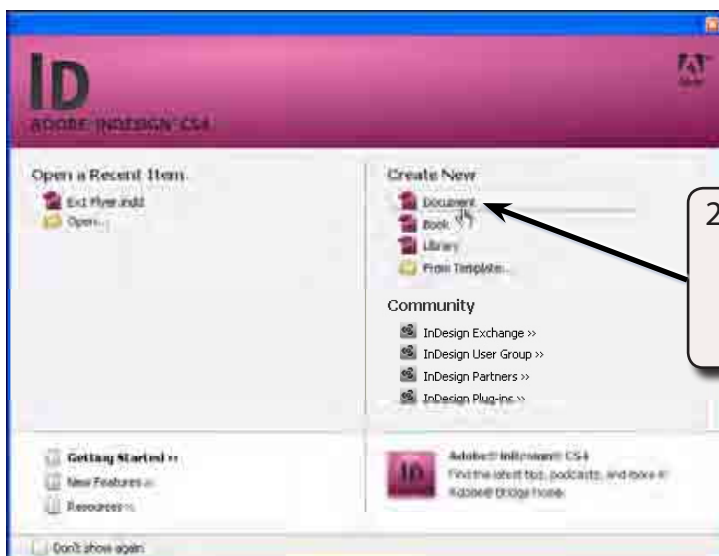# Creating Greeting Cards

In this exercise you will create a greeting card. This involves splitting a page into quarters and printing two quarters upside down. An example of what the card will look like is shown below.
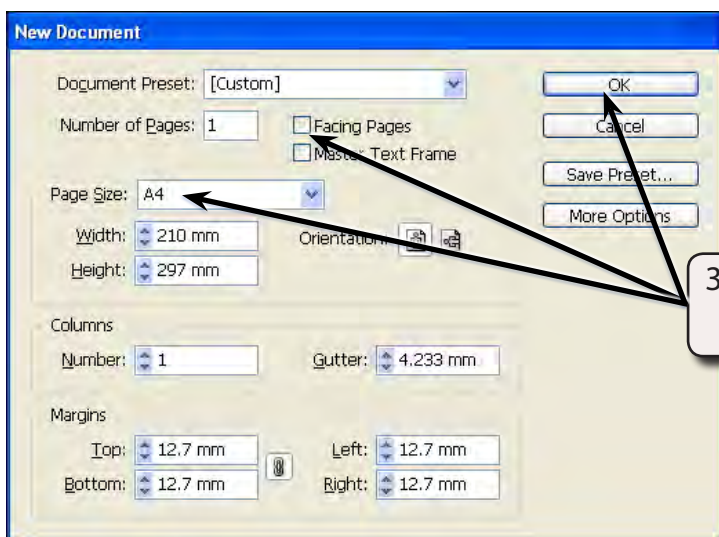
# Starting a New Publication

1     Load Adobe InDesign CS4 or close the current document.



2  In the CREATE NEW section of the WELCOME SCREEN click on DOCUMENT to start a new document.



3  Set the PAPER SIZE to A4, turn off FACING PAGES and click on OK.

4     The Ruler units will need to be in millimetres. Display the EDIT or INDESIGN menu, highlight PREFERENCES and select UNITS & INCREMENTS.

5     In the RULER UNITS frame set the HORIZONTAL and VERTICAL boxes to MILLIMETRES, then select OK.

# Laying out the Page

We could simply place vertical and horizontal ruler guides through the centre of the page, however, we need to ensure that we leave an adequate gutter through the centre of the page so that the greeting card can be folded. So a combination of column and ruler guides will be used.

## A   Setting the Column Guides

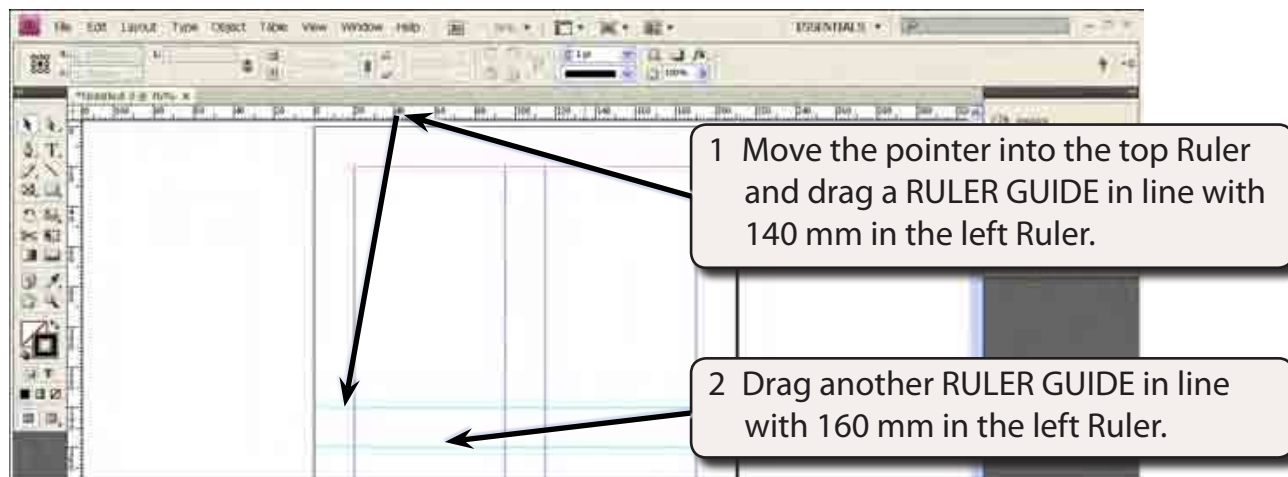  1    Display the LAYOUT menu and select MARGINS AND COLUMNS.
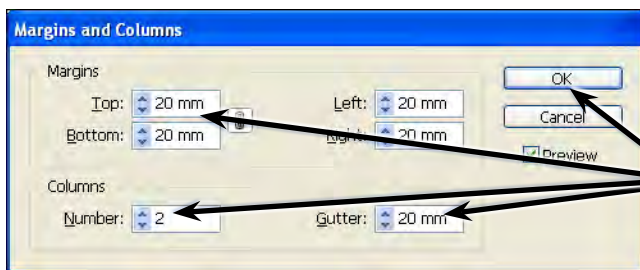


2 Set the MARGINS to 20 mm, the COLUMNS NUMBER to 2 and the GUTTER to 20 mm, then select OK.

**NOTE:** **This will place a 20 mm gutter through the centre of the page, which will be sufficient space for the card to be folded once it is complete.**

## B   Setting the Ruler Guides

An A4 page is 297 mm high. The centre of the page is at 148.5 mm. We will set RULER GUIDES at 140 mm and 160 mm which will be close enough to the centre of the page for this document.
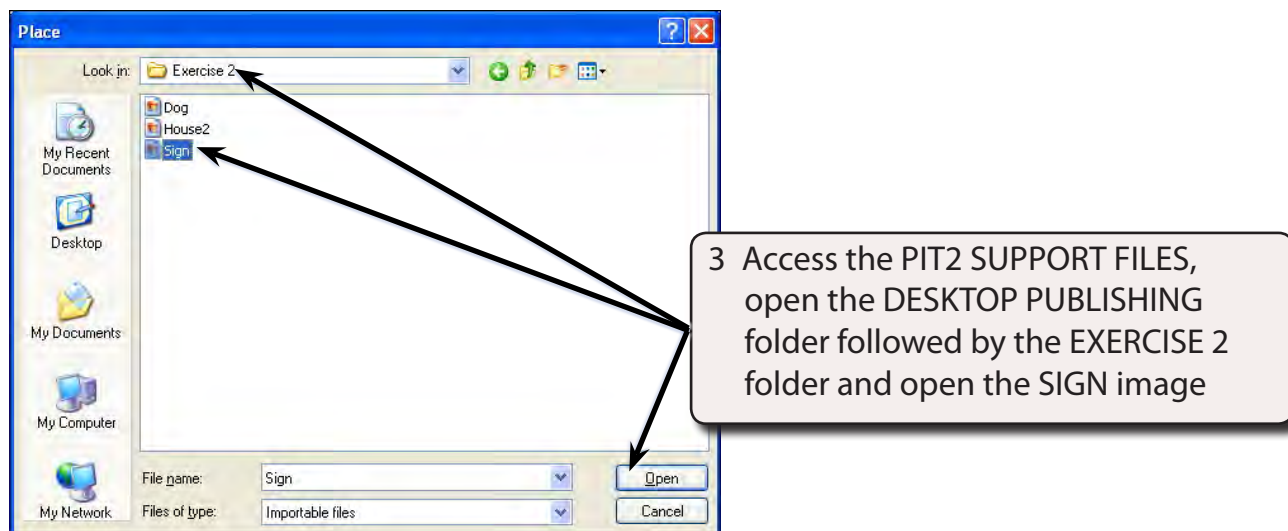
1    Move the pointer into the top Ruler and drag a RULER GUIDE in line with 140 mm in the left Ruler.

2    Drag another RULER GUIDE in line with 160 mm in the left Ruler.

3      Save the layout in your DTP folder as:

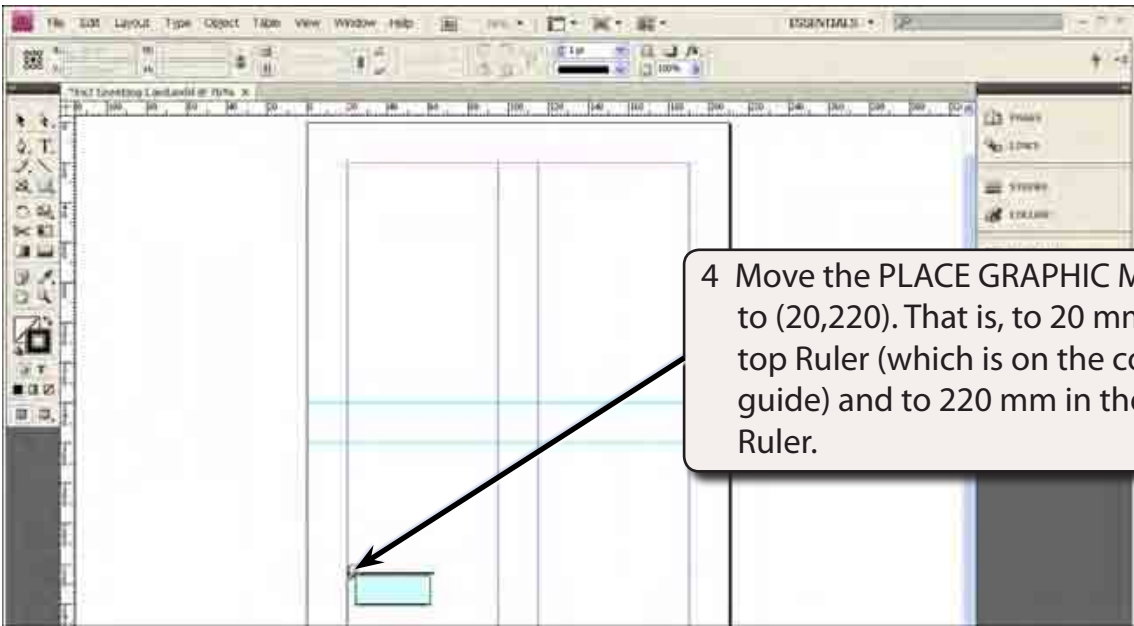<div align="center">Ex2 Greeting Card</div>

# Creating the Front of the Card

The front of the card will be placed in the bottom left quarter of the page.

## A    Inserting the Graphic

1      Select the SELECTION TOOL from the TOOLS panel.

2      Display the FILE menu and select PLACE (or press CTRL+D or COMMAND+D ).



3    Access the PIT2 SUPPORT FILES, open the DESKTOP PUBLISHING folder followed by the EXERCISE 2 folder and open the SIGN image

4  Move the PLACE GRAPHIC MARKER to (20,220). That is, to 20 mm in the top Ruler (which is on the column guide) and to 220 mm in the left Ruler.
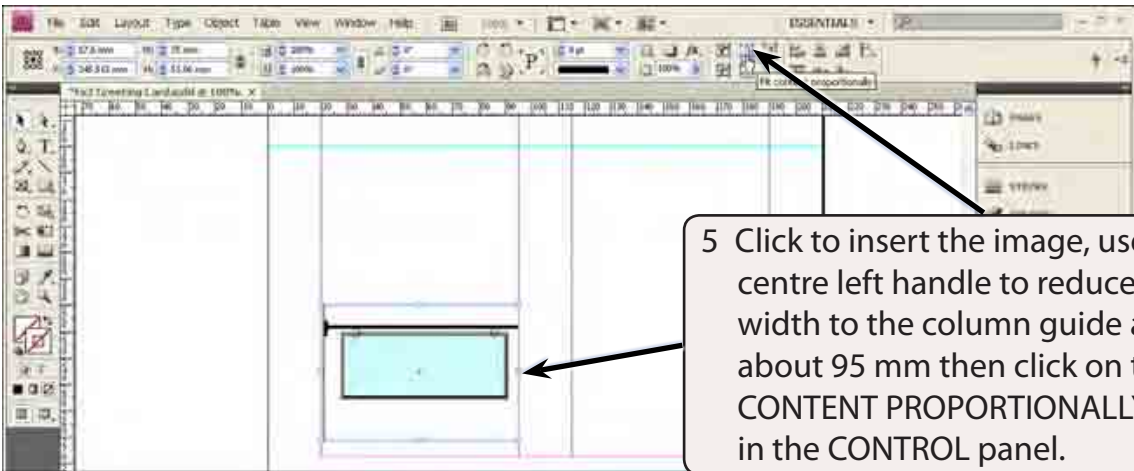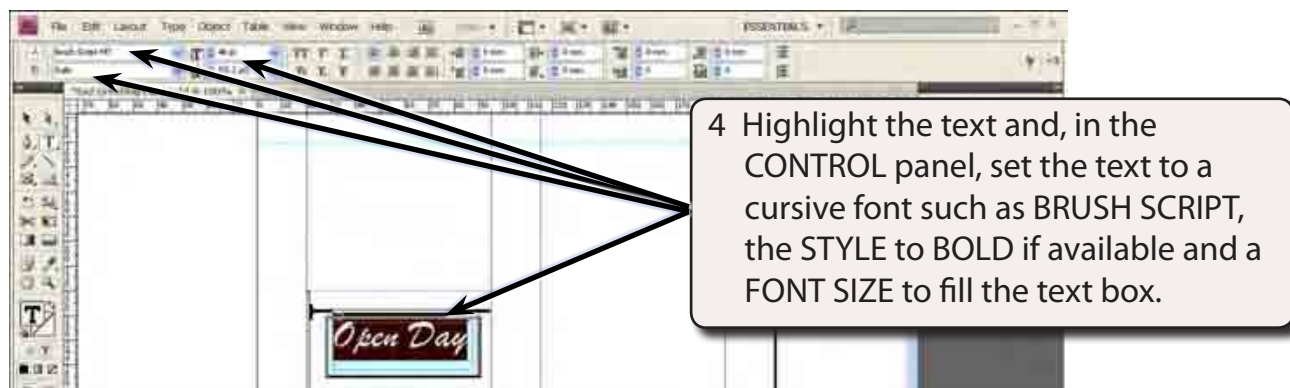


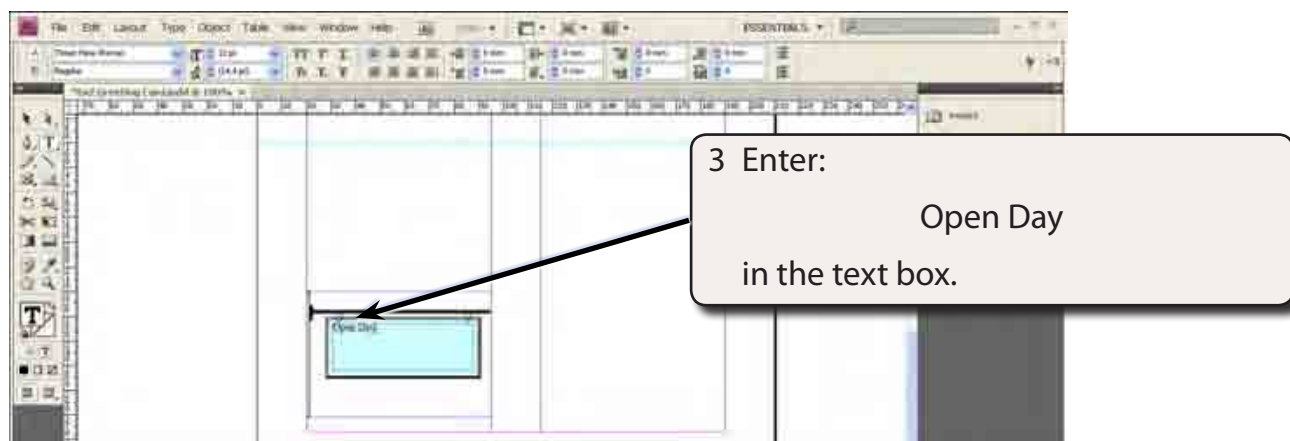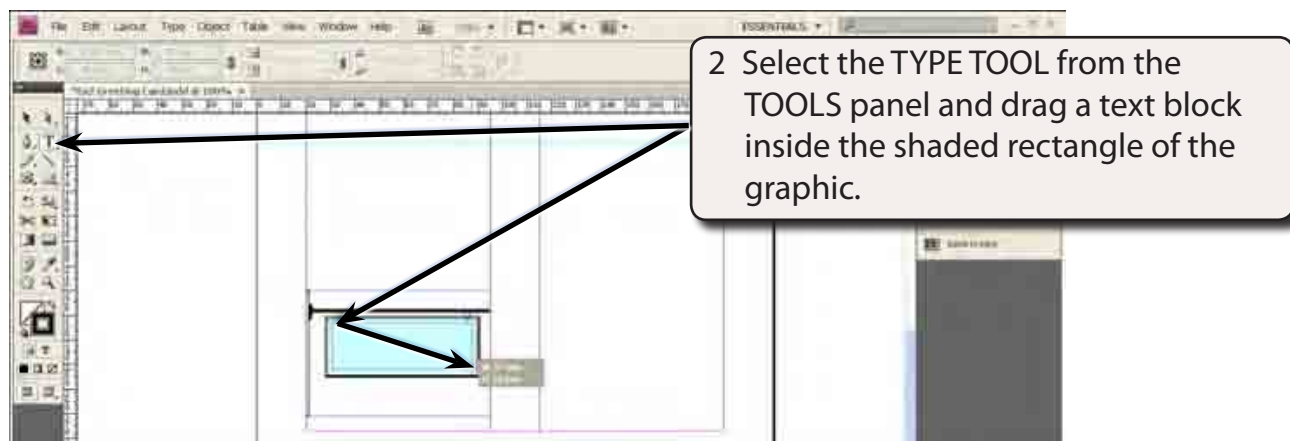5  Click to insert the image, use its centre left handle to reduce the width to the column guide at about 95 mm then click on the FIT CONTENT PROPORTIONALLY button in the CONTROL panel.
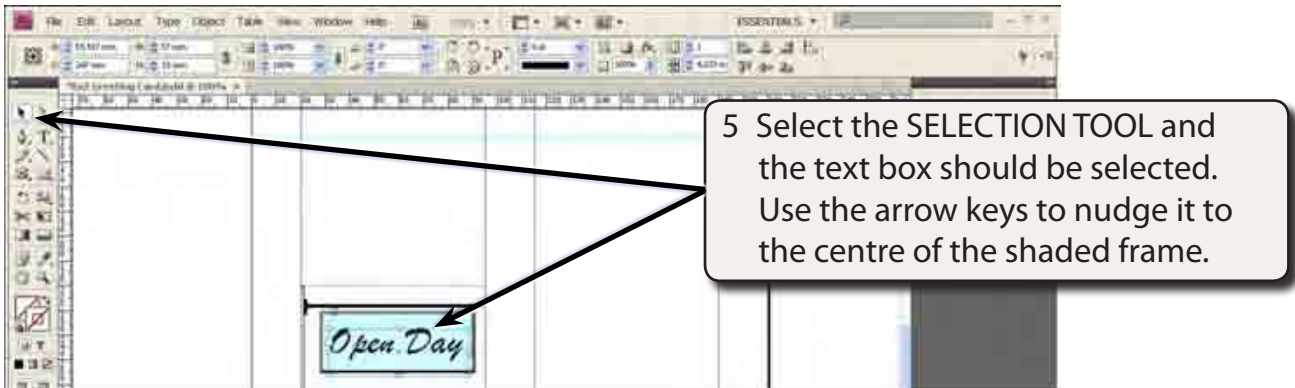
**NOTE:   If you are using a small screen the FIT CONTENT PROPORTIONALLY button may not be displayed in the CONTROL panel.  In that case, display the OBJECT menu, highlight FITTING and select FIT CONTENT PROPORTIONALLY.**

## B   Adding Text Inside the Sign Graphic

We need to place some text inside the sign graphic, so a text block will need to be added.

1   Set the screen to ACTUAL SIZE by pressing CTRL+1 on the Windows system or COMMAND+1 on the Macintosh system.



2  Select the TYPE TOOL from the TOOLS panel and drag a text block inside the shaded rectangle of the graphic.



3  Enter:

                Open Day

in the text box.



4  Highlight the text and, in the CONTROL panel, set the text to a cursive font such as BRUSH SCRIPT, the STYLE to BOLD if available and a FONT SIZE to fill the text box.

5  Select the SELECTION TOOL and the text box should be selected. Use the arrow keys to nudge it to the centre of the shaded frame.

## C    Completing the Rest of the Card Front



1  Select the TYPE TOOL from the TOOLS panel.

2  Drag a text frame from (20,160) to (95,220).
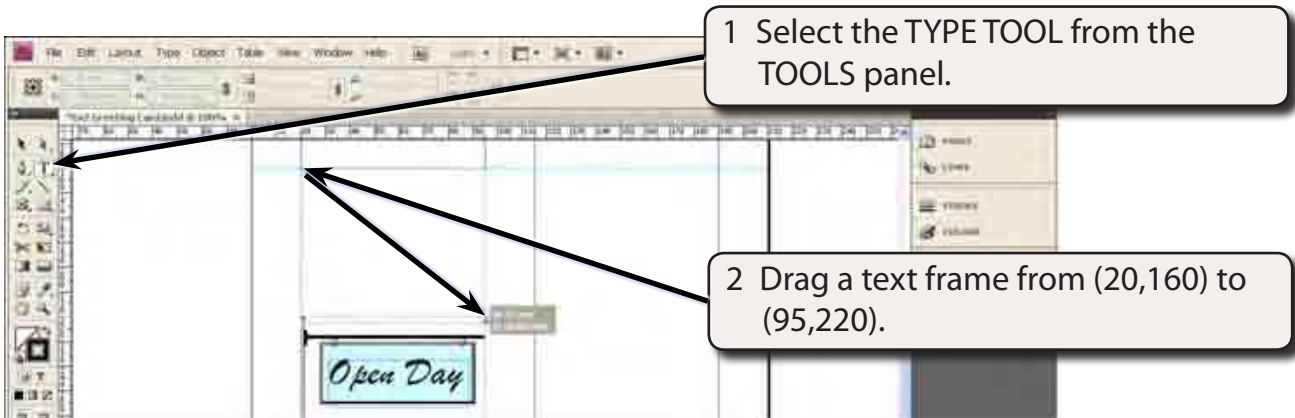
3    Enter:

| | |
|---|---|
| Fawlty's | <enter> |
| Guest House | <enter> |
| Annual Open Day | <enter> |
| | <enter> |
| | <enter> |
| 3 April through 10 April | <enter> |
| | <enter> |
| All proceeds directed to the | <enter> |
| Association for the Blind | |

4   Press CTRL+A on the Windows system or COMMAND+A on the Macintosh system to select all the text and, in the CONTROL panel, set the ALIGNMENT to CENTRE.



5   Highlight just the first three lines of text and use the CONTROL panel to set the FONT to the same font that you used for Open Day, the FONT SIZE to 24 point and the TYPE STYLE to BOLD (if available).



6   Highlight the rest of the text and set the FONT to TIMES (NEW ROMAN), the FONT SIZE to 12 point and the TYPE STYLE to BOLD.

## D   Turning the Card Upside Down

We need the front of the card rotated by 180° so that when the card is folded it will be displayed the right way up. The sign and its text will be rotated first, then the second text block.

1     Select the SELECTION TOOL from the TOOLS panel.