

Design your own Christmas cards



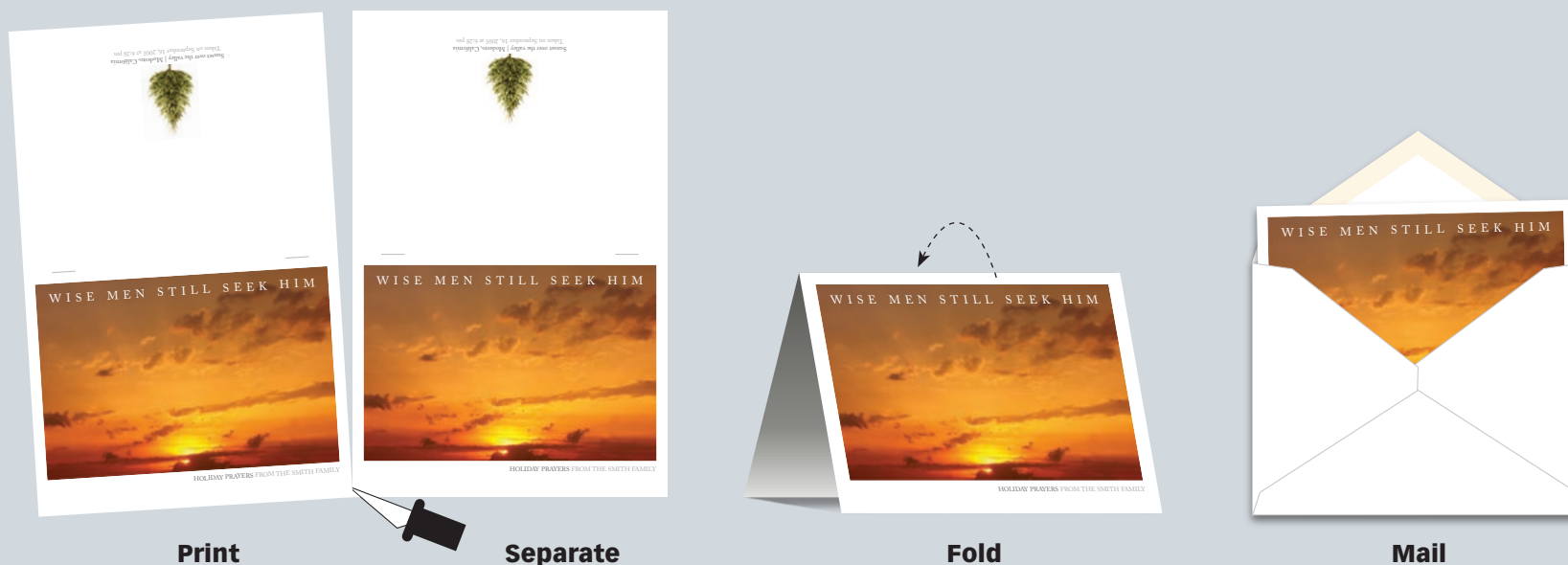
Desktop printers and a \$1 photo library have made it easy to send beautiful, *personal* greetings!

Continued ▶

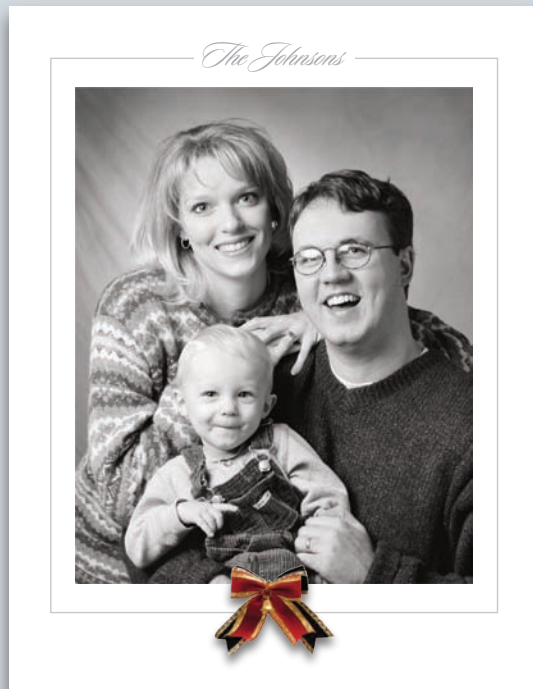


Design your own Christmas cards

Desktop printers and a \$1 photo library have made it easy to send beautiful, *personal* greetings! Here are a handful of ideas to get you started.



Store-bought holiday cards are attractive but so *commercial*—the Christmas-card “tree” at home looks just like the Hallmark shop at the mall! This year, send a card that can come only from *you*. iStockphoto’s \$1 photo library makes this practical; it puts a world of beautiful images at your fingertips to use alone or with your own photos. The cool part is yours to do:



- 1 **Embellish** There is no substitute for a great family portrait. Embellish with a photographic object and a beautiful typeface. Classy.



- 2 **Knock out the background** Delete a busy background, and you'll freshen and focus your image. Add dimension by sending headline to the back!

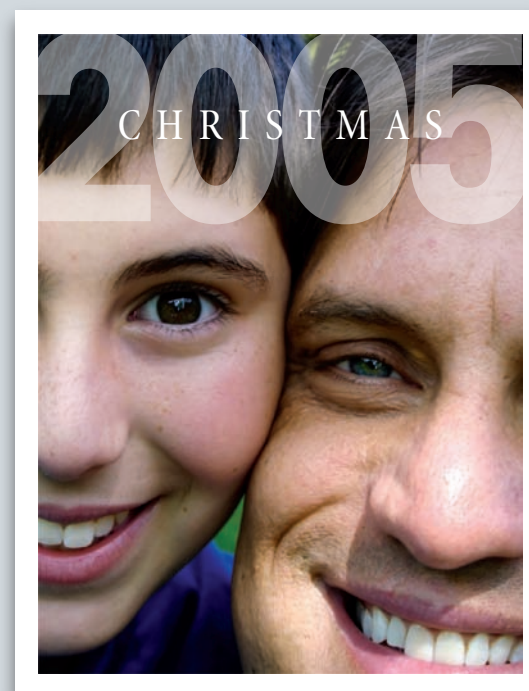


Dad's in Iraq? Add *news* to your card with caption-style greetings from everyone in the picture! Be brief and use small type; light gray won't steal the scene.





- 3 Pose creatively** Rambunctious kids will have fun posing in a circle! Cockeyed portrait lends itself to an enthusiastic, *askew* layout!



- 4 Crop radically** Only true friends will let you get this close! It's a bold technique and fun to try. White type centered atop translucent year is quietly powerful.



- 5 Use an object** A photographic object makes a beautiful card easily. Keep it simple, and personalize each greeting.

White makes it work

No matter what size or shape the space, an object alone in a field of white gets seen. Here, the script typeface is totally different in shape, texture and style, thus complementary.



- 6 Use an illustration or dingbat** Whimsical artwork and scribbly type make a happy card! Centered presentation lends formality and style.

Use beautiful type

Calligraphic typography says Christmas! Use alone or embellish with an object or border. Here, dark and light colors contrast beautifully on the neutral-value background.





7 Create a theme Design a series of cards on a single topic. Keep type and layout repetitive throughout. Use scenics, flowers, abstracts, a personal portfolio. Expresses your words in several ways. Also nice when you can't decide on a single image.

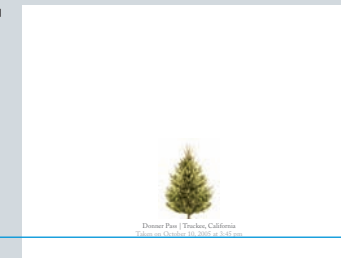


Keep the type quiet Uppercase headline *force-justified* spans the card and makes a sophisticated statement; soft color is sampled from the photo. On the back, finish with a caption, comment or logo just like Hallmark does! Note alignment with the front.

Front



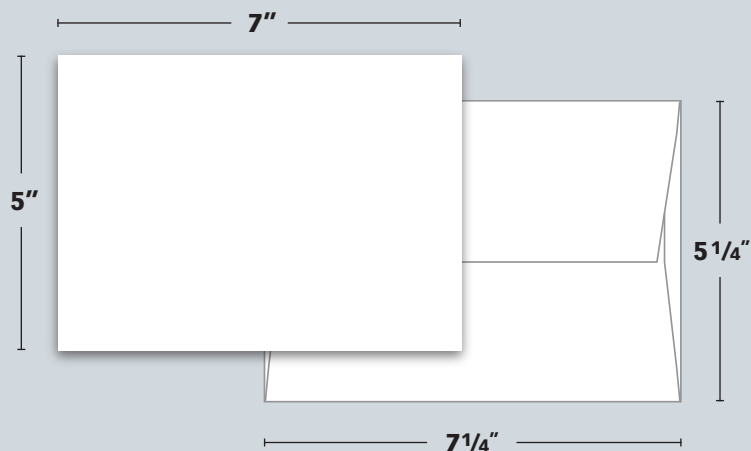
Back



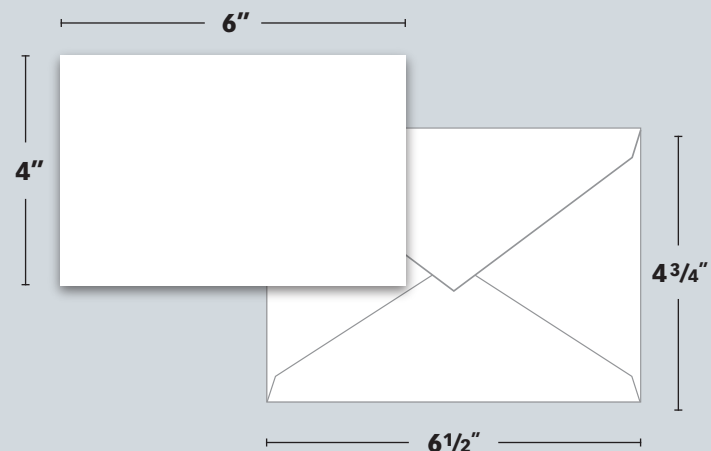


Card & envelope specs

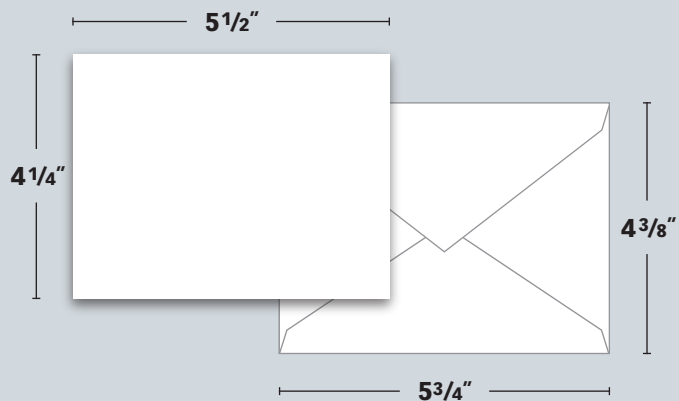
Card size Standard picture frame **Envelope** A7 (A-Style)



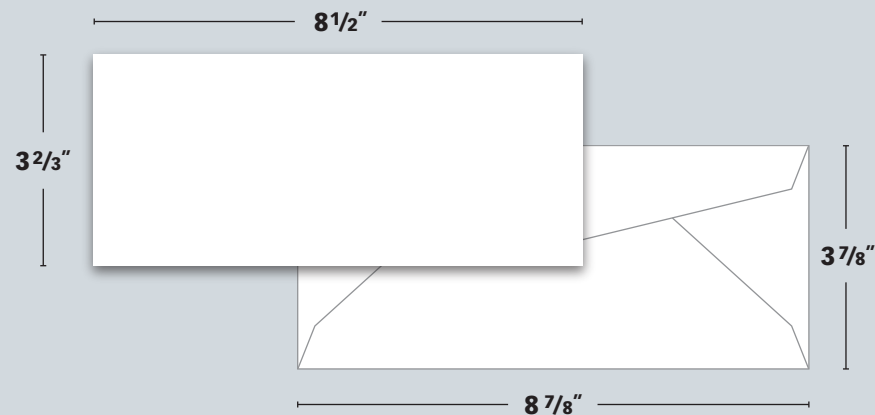
Card size Standard snapshot **Envelope** A6 (6 Baronial)



Card size Letter sheet quartered **Envelope** A2 (5 1/2 Baronial)



Card size Letter sheet divided in thirds **Envelope** #9





Article resources



Typefaces

- 1 [Sloop Script One](#) | 20 pt
- 2 [Block Berthold Extra Cond](#) | 65 pt
- 3 [Utopia Black](#) | 8 pt
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- 5 [ITC Avant Garde Gothic Bold Cond](#) | 158 pt
- 6 [Minion Pro Cond Subhead](#) | 27 pt
- 7 (a-c) [Zipty Do Regular](#) | a) 40 pt
b) 20 pt, c) 12 pt

Colors

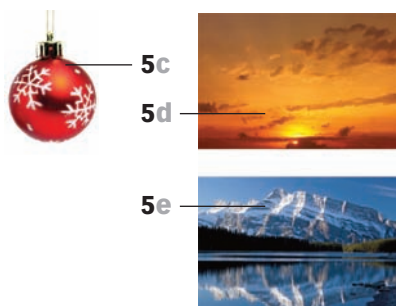
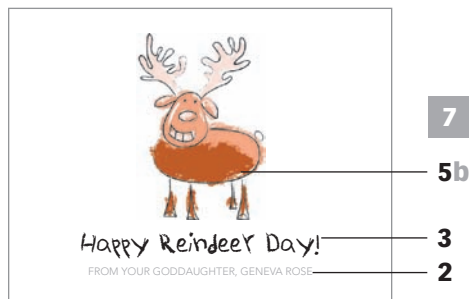
- 10** C0 M100 Y80 K30
- 11** C0 M50 Y40 K15
- 12** C45 M0 Y50 K15
- 13** C0 M0 Y0 K45
- 14** C90 M0 Y100 K30
- 15** C0 M0 Y0 K50

Images

- 8 (a-f) [iStockphoto.com](#) | [a](#) [b](#) [c](#) [d](#) [e](#) [f](#)
- 9 (a-b) [Rubberball.com](#) | [a](#) [b](#)



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- 8 C45 M30 Y20 K0
- 9 C0 M0 Y0 K70



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Gaye McWade Associate publisher

Vincent Pascual Staff designer

Dexter Mark Abellera Staff designer

Design advisor **Gwen Amos**

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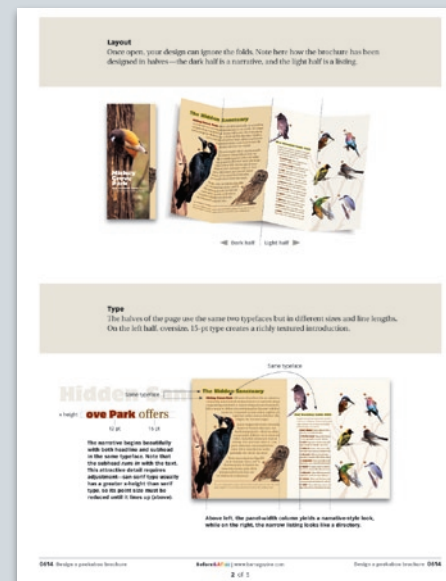


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For paper-saver format

[Print: \(Specify pages 12–16\)](#)



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Christmas cards



Desktop printers and a \$1 photo library have made it easy to send beautiful, *personal* greetings!



Print

Separate



Fold

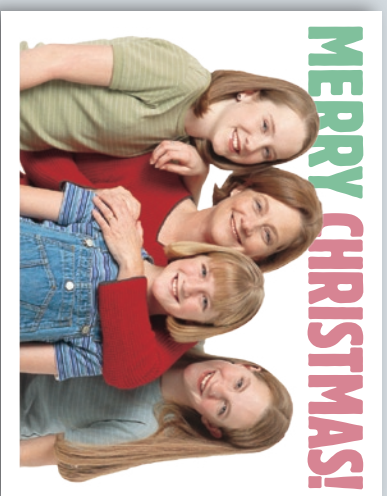


Mail

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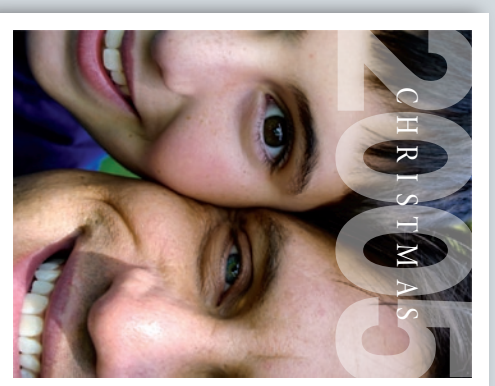


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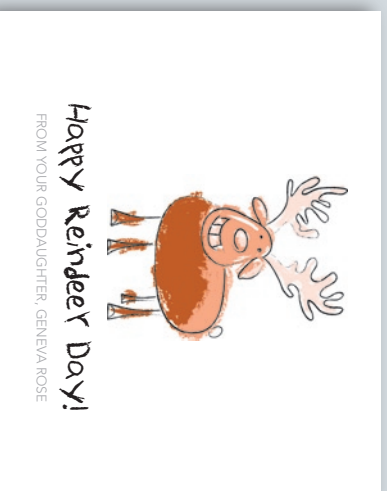
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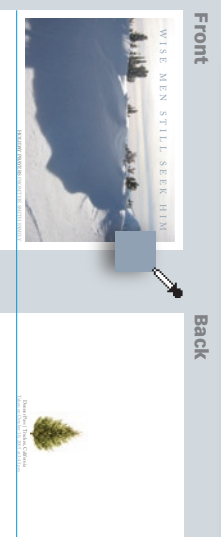
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10
11
12
13

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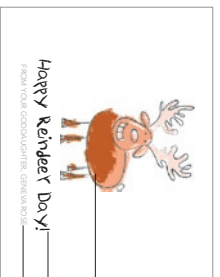
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 - 9 (a-b) [Rubberball.com](#) | a b

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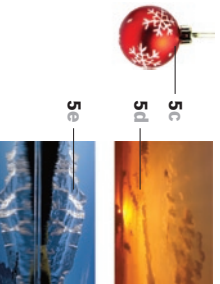


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3
2

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4a
7
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9
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4b

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