

# Design your own Christmas cards



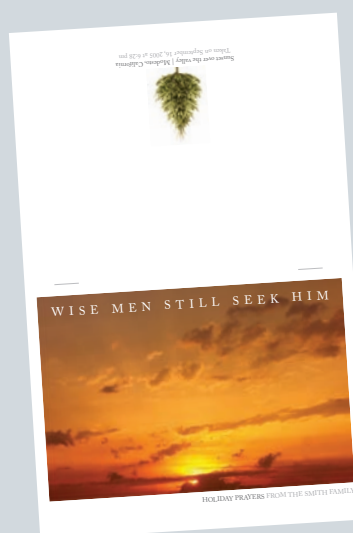
Desktop printers and a \$1 photo library have made it easy to send beautiful, *personal* greetings!

*Continued* ►

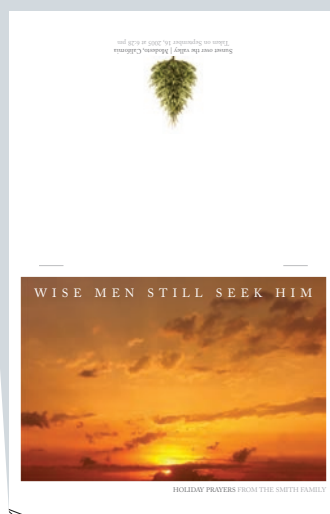


# Design your own Christmas cards

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.



**Print**



**Separate**



**Fold**



**Mail**

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.



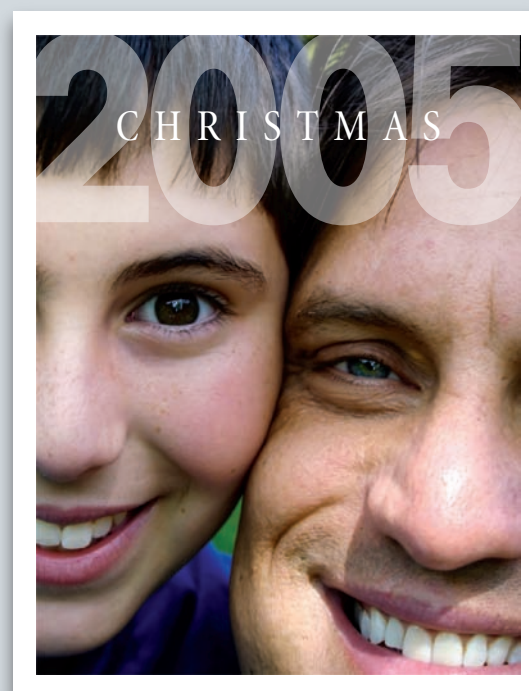
- 2 Knock out the background** Delete a busy background, and you'll freshen and focus your image. Add dimension by sending headline to the back!

**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.

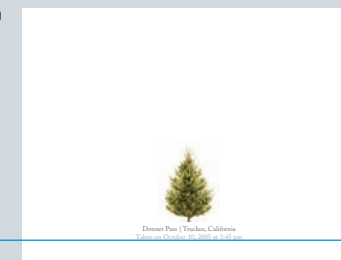


**Keep the type quiet** Uppercase headline *force-justified* spans the card and makes a sophisticated statement; soft color is sampled from the photo. On the back, finish with a caption, comment or logo just like Hallmark does! Note alignment with the front.

Front



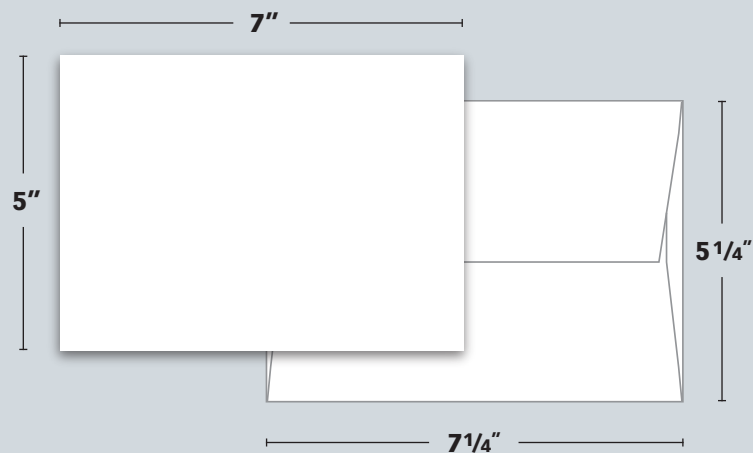
Back



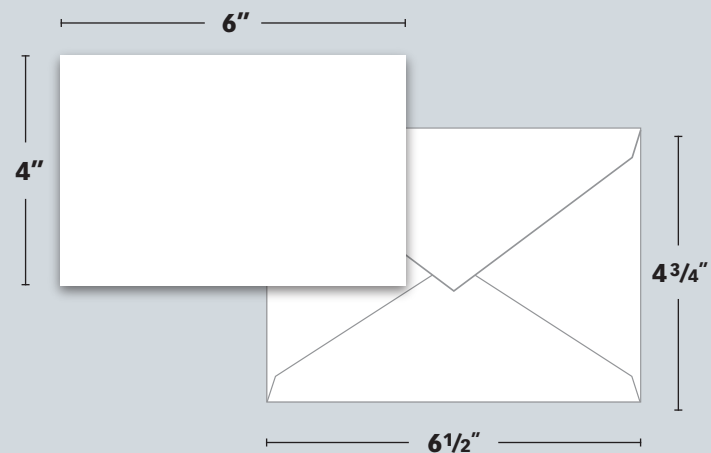


## Card & envelope specs

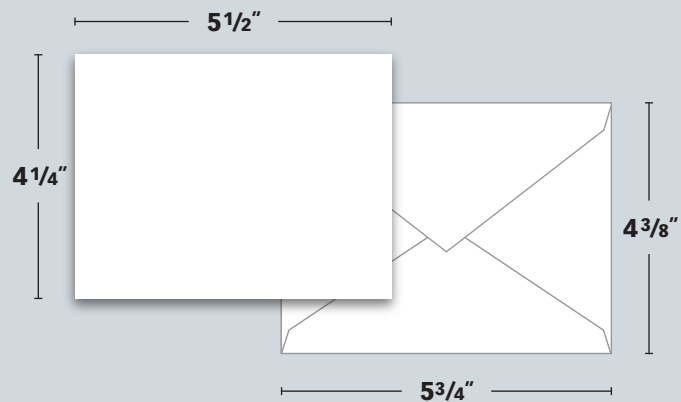
**Card size** Standard picture frame **Envelope** A7 (A-Style)



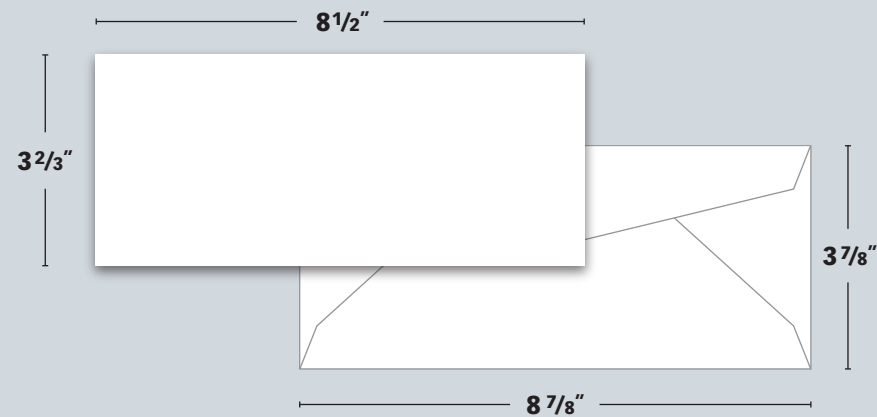
**Card size** Standard snapshot **Envelope** A6 (6 Baronial)



**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
- 4 [Utopia Regular](#) | 6.5 pt
- 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

### Images

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

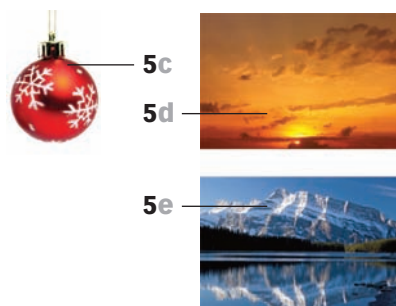
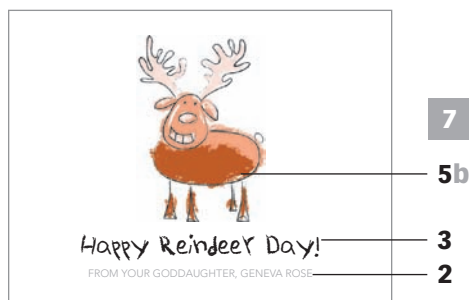
### Colors

- 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





## Article resources



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- 1 [Carpenter ICG](#) | 32 pt
- 2 [Avenir 35 Light](#) | 9 pt
- 3 [Kid Type Crayon](#) | 13.5 pt
- 4 (a-b) [Adobe Caslon](#) | a) 14.5 pt, b) 8 pt

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

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



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**John McWade** Publisher and creative director

**Gaye McWade** Associate publisher

**Vincent Pascual** Staff designer

**Dexter Mark Abellera** Staff designer

Design advisor **Gwen Amos**

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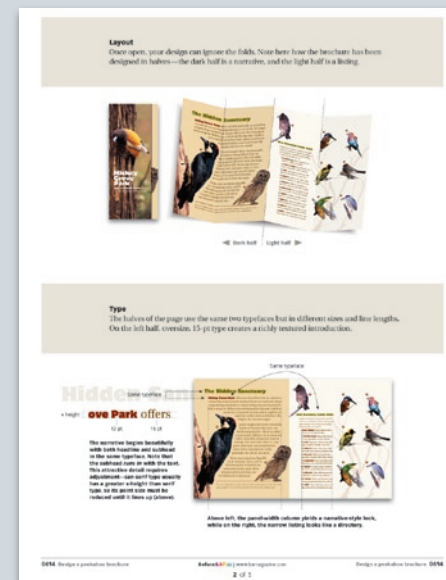


### Save

Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 12–16\)](#)



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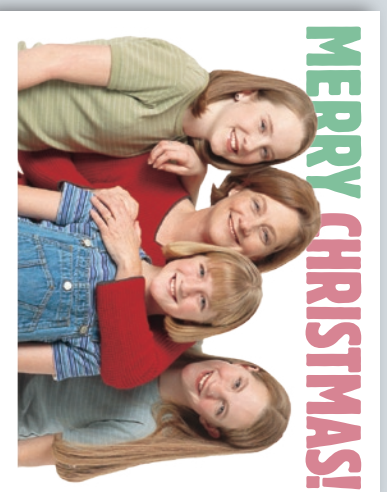


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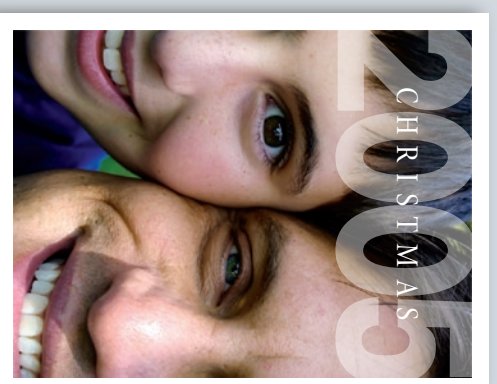


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Article resources




1

8b 8c 8d 2 9b




10 11 12 13

3 4



5 8a 6



8f 7a 7b 7c

10 14 15

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5a 6 7



7 5b 3 2

4a 7 8 9

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