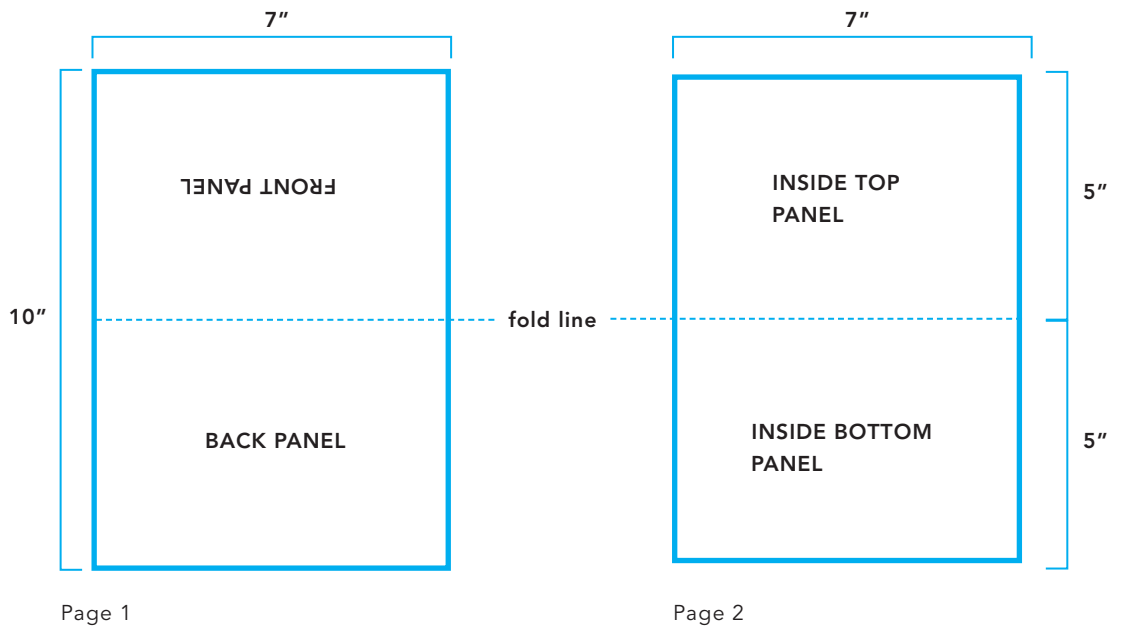


Folded Horizontal Greeting Card

Trim Size

When setting up your file it is important to be aware of your design areas. The first area we will cover is your overall trim size. The trim area should establish the size of your greeting card. This is a sample for a 7"x 5" folded greeting card. The flat size of twice horizontal folded card is twice the height by the width. For example the flat size for a 7"x 5" card is 7"x 10". The flat sizes determines the trim size.

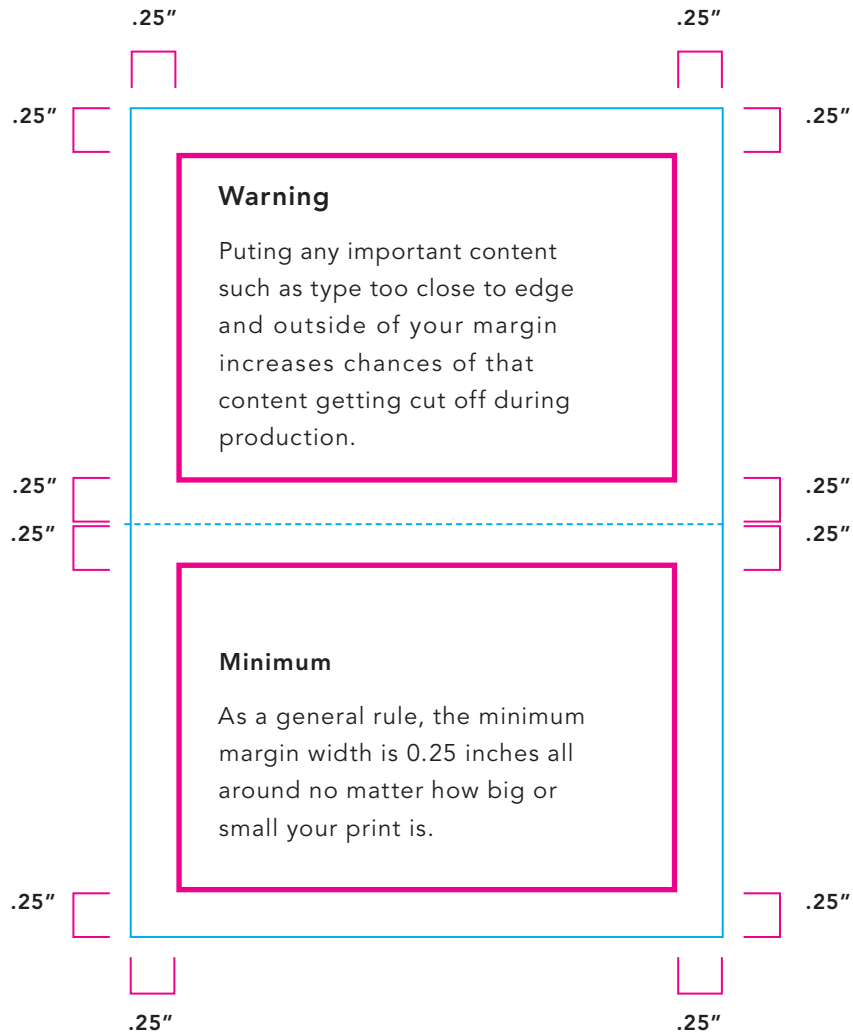
7" x 5" horizontal folded card = 7"x10" flat size



Folded Horizontal Greeting Card

Margins

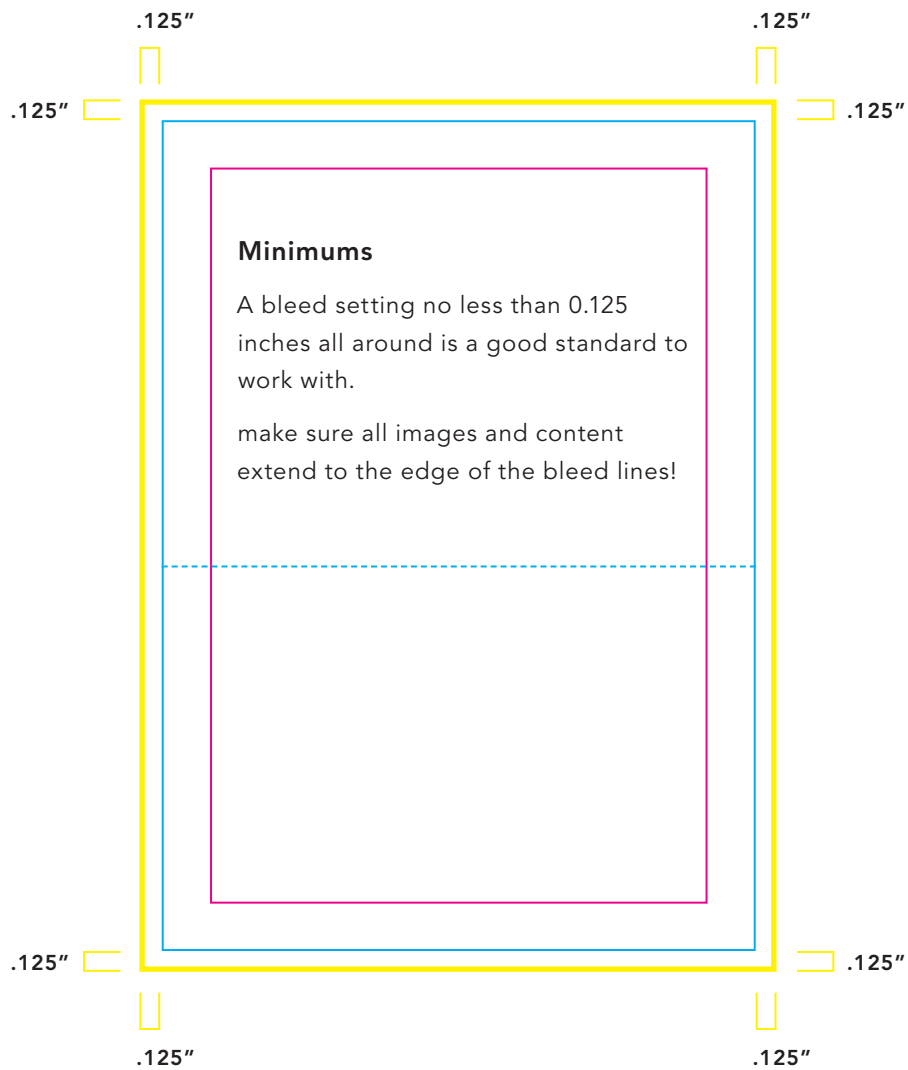
Margins are the parts of a page that are above, below, and the side of the main printed area. Though there are times when printing beyond the margins is acceptable, such as for full bleeding images, the margins are used as a buffer so content doesn't get too close to the edge. Calculate the margins and use guides to help you mark the margins.



Folded Horizontal Greeting Card

Document Bleeds

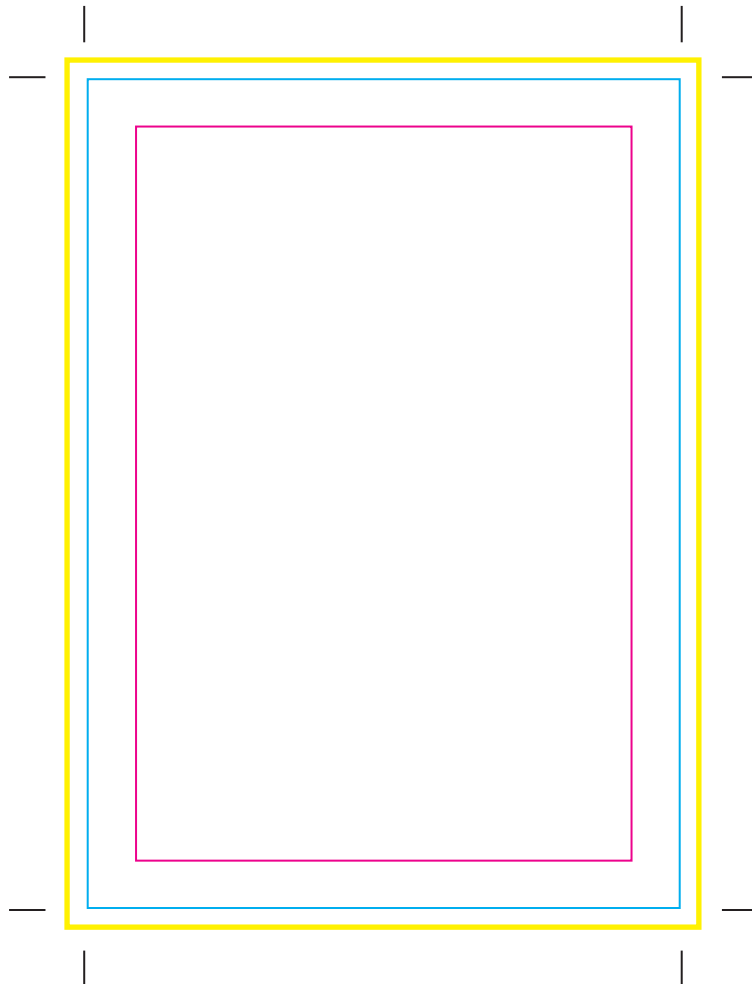
When you set up your document it is highly important to include bleeds. Bleeds allow extra space for images or any content to extend over your trim lines to avoid white spaces around your greeting card after trimming.



Folded Horizontal Greeting Card

Crop Marks

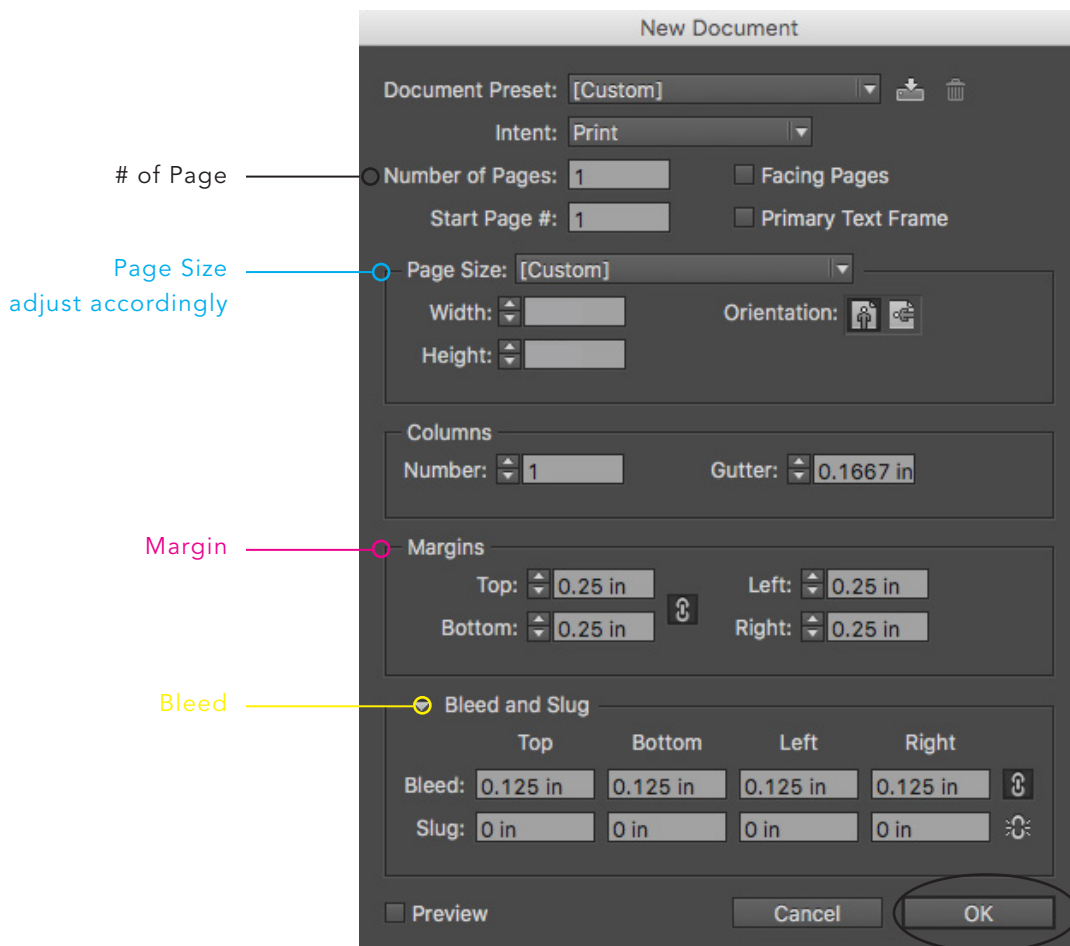
Since you are using bleeds, crop marks are necessary to make sure the greeting card comes out the correct size. The crop marks tell the printer where to cut your card so your finished product matches your trim size and any excess content gets cut off.



Folded Horizontal Greeting Card

InDesign File Set Up

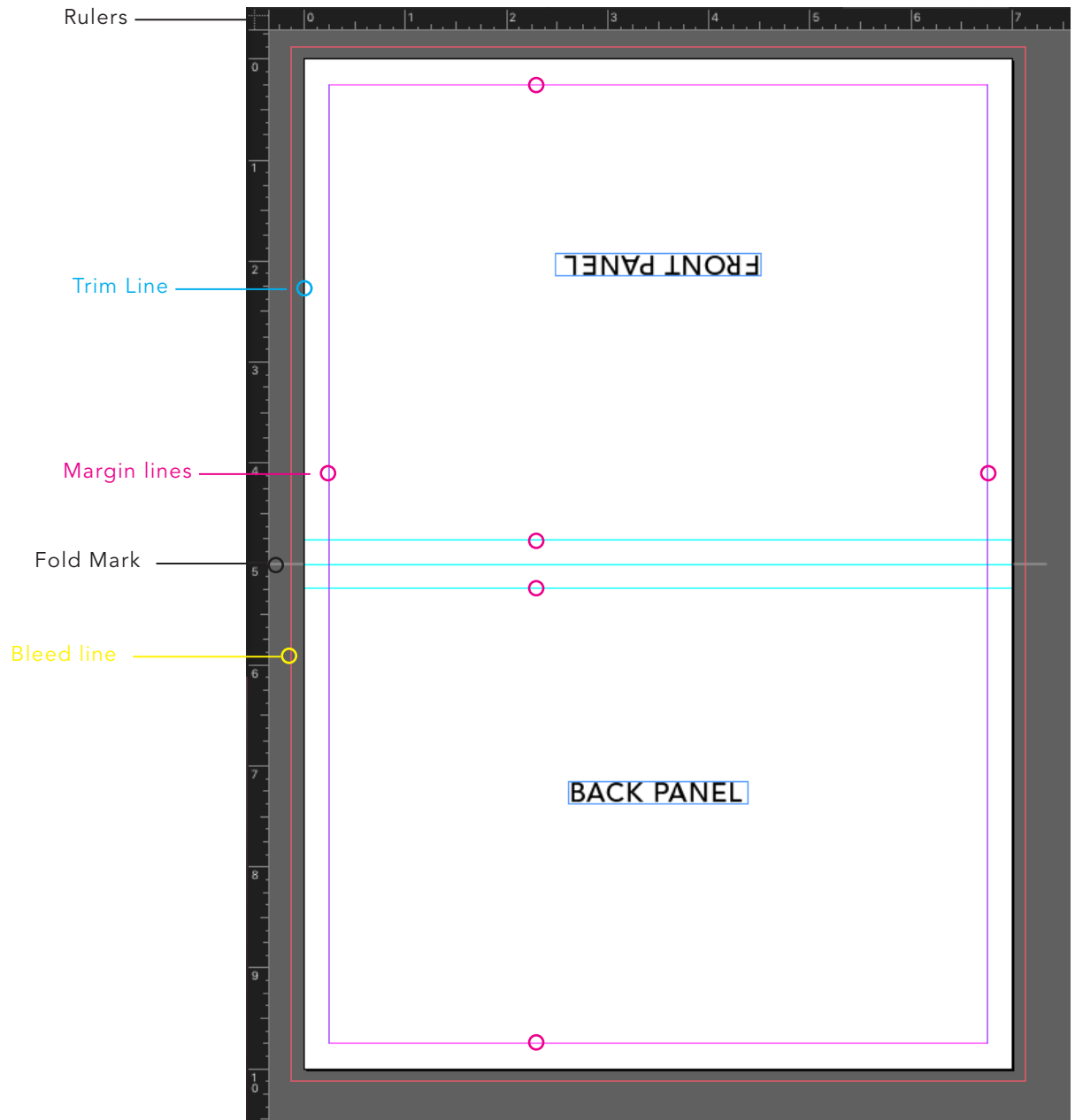
1. Open InDesign
2. Go to File // New // Document (this will bring up the dialogue box below)
- 3. Set the **number of pages** (1 pg. for single sided cards, 2 pgs. for double-sided cards)
- 4. Set the **page size** (this is your trim size, adjust according to desired card size)
- 5. Set your **Margins** (minimum 0.25 in.)
- 6. Set your **Bleeds** (minimum 0.125 in.)
- 7. Once you have set up your document click **OK**. Now you are ready to design.



Folded Horizontal Greeting Card

InDesign File Set Up (cont.)

1. Locate the fold mark. Since the flat size is 7"x 10" and I want my card to be 7"x 5" I will use the rulers to find the 5 inch mark.
2. Place a guide at 5in. Then measure to find the remaining margins. Place guides to indicate the markings. at this point you should have 3 guide lines.



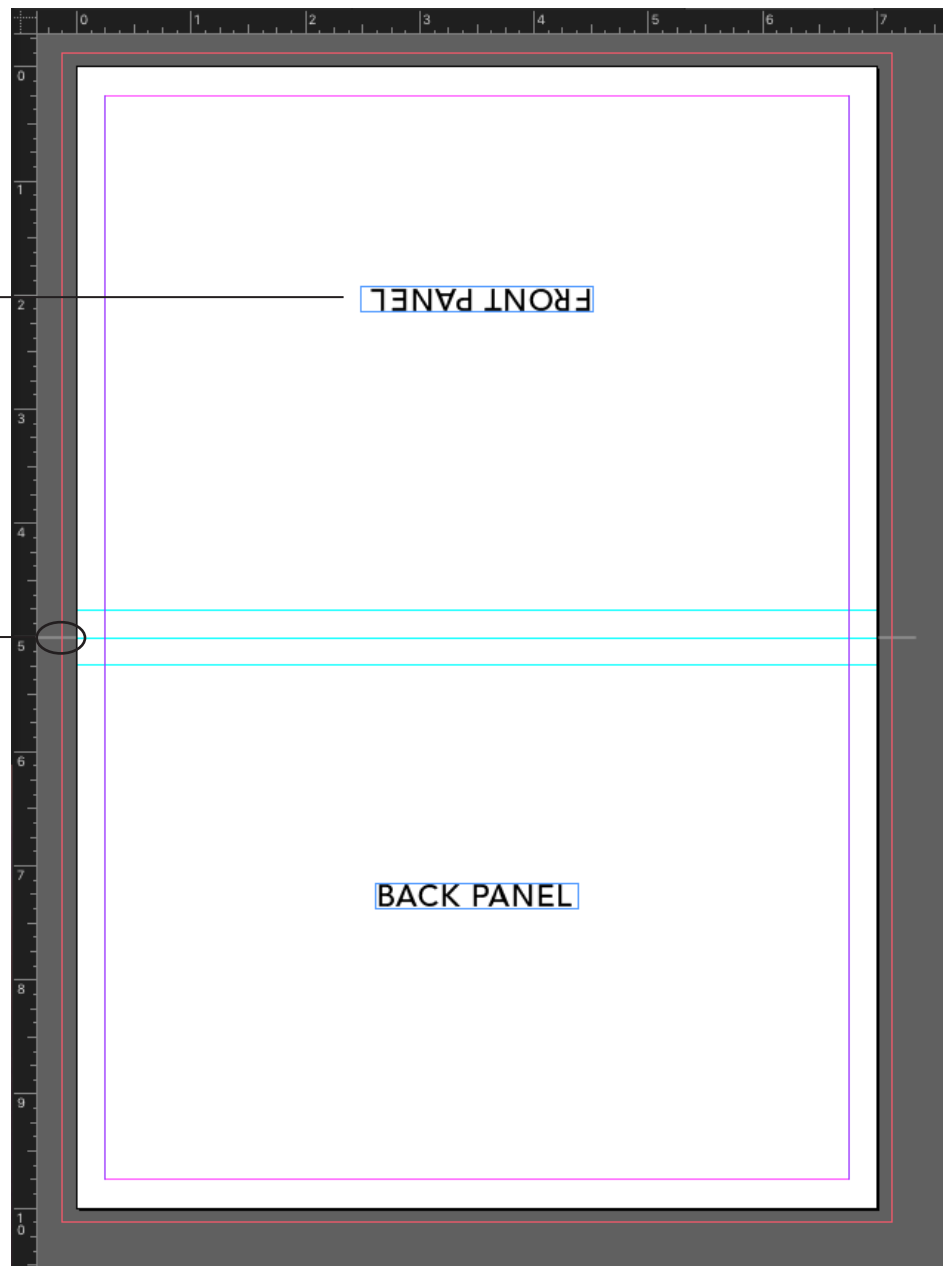
Folded Horizontal Greeting Card

InDesign File Set Up (cont.)

3. Place a thin line on your bleed to indicate where the folding will occur. Make sure the fold mark does not extend to the inside of your document. Remember, your bleeds will get cut off, so no need to worry about the fold mark showing up on your card if you place it correctly.
4. Repeat steps 1-3 for page 2 (interior of greeting card) or do them on a master page!

The Upside down type indicates that the content on the front of your card needs to be upside down in order to print properly.

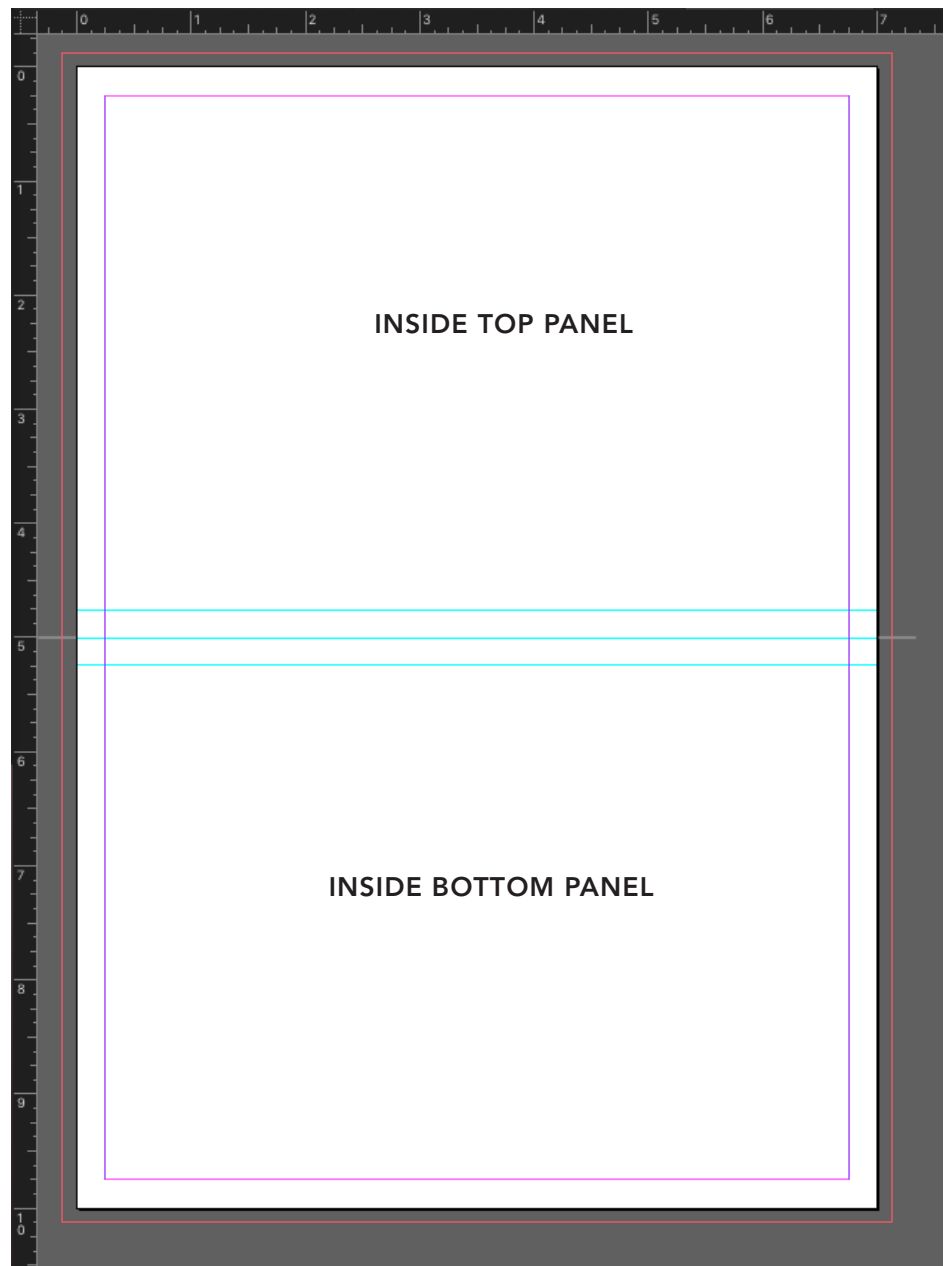
Fold Mark



Folded Horizontal Greeting Card

InDesign File Set Up (cont.)

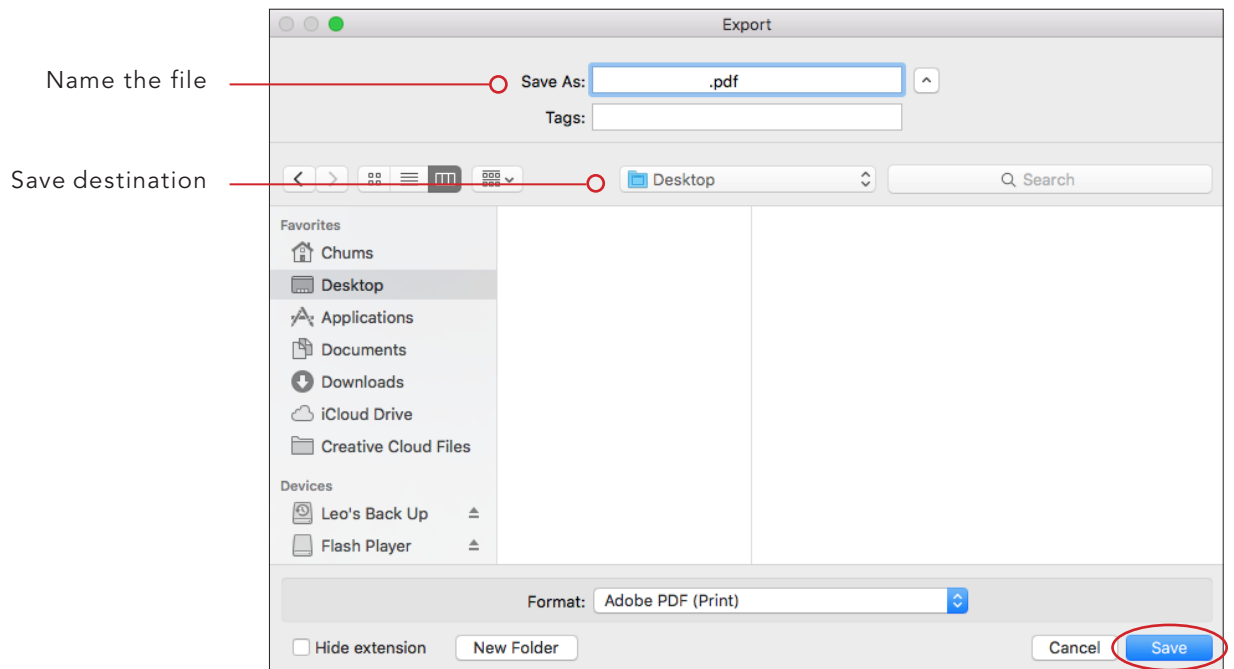
Page 2 (interior of greeting card) will have content right side up on both panels as indicated below. If interior of card is blank then you do not need a page 2. Now you are ready to design.



Folded Horizontal Greeting Card

Exporting as PDF

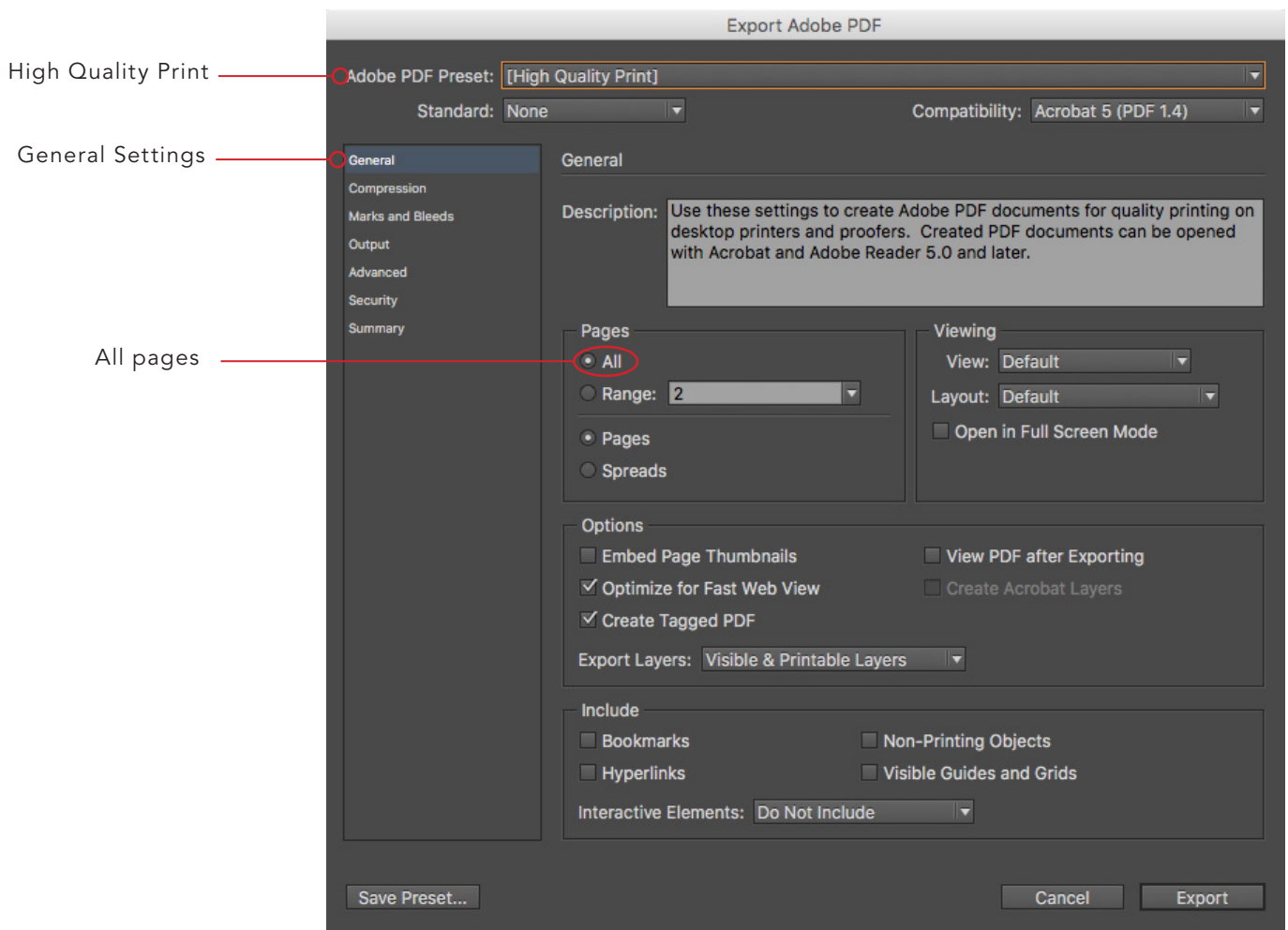
1. Go to File // Export (this will bring up the dialogue box below)
2. Give the PDF a name (ex: BirthdayCard_Print...)
3. Chose destination where you want to save the new PDF file.
4. Click Save (this will bring up the exporting options window)



Folded Horizontal Greeting Card

Exporting as PDF (cont.)

5. In the General settings Select High Quality Print for Adobe PDF Preset
6. Select All for the Pages options



Folded Horizontal Greeting Card

Exporting as PDF (cont.)

7. In the Marks & Bleeds setting make sure to have Crop Marks checked out
8. Select Use Document Bleed Settings. This will automatically include the bleeds you previous established when setting up your document.
9. Click Export and you are all set for printing!

