

# Design Your Business Card


First.... find out the requirements for the card image at the location where you will have the card made. For this tutorial, we are going to use an online company called Over Night Prints.



Click on the box that says Business Cards..... Following window opens, click on Upload Your Design



### BUSINESS CARD UPLOAD



Select the file(s) to be used for the front and back (optional) faces of your Business Card.

If you have referenced [Design Guide](#) and you are unsure how to create or properly setup a file to submit, please email us at [service@overnightprints.com](mailto:service@overnightprints.com) and one of our representatives will assist you free of charge.

### FILE FORMAT SPECIFICATIONS

**PLEASE READ BEFORE UPLOADING**

ARTWORK FILES MUST BE CREATED AND UPLOADED TO THE FOLLOWING SPECIFICATIONS IN ORDER TO PRINT CORRECTLY.

|            |                                   |
|------------|-----------------------------------|
| Resolution | 300dpi                            |
| Bleed size | 1/16"                             |
| Image Size | 2.127" x 3.627"<br>638px x 1088px |

You may upload a number of different file types, .TIF, .PDF, .JPG, .EPS, and .AI (Version 8 or lower). Just make sure you follow the specs for layout.

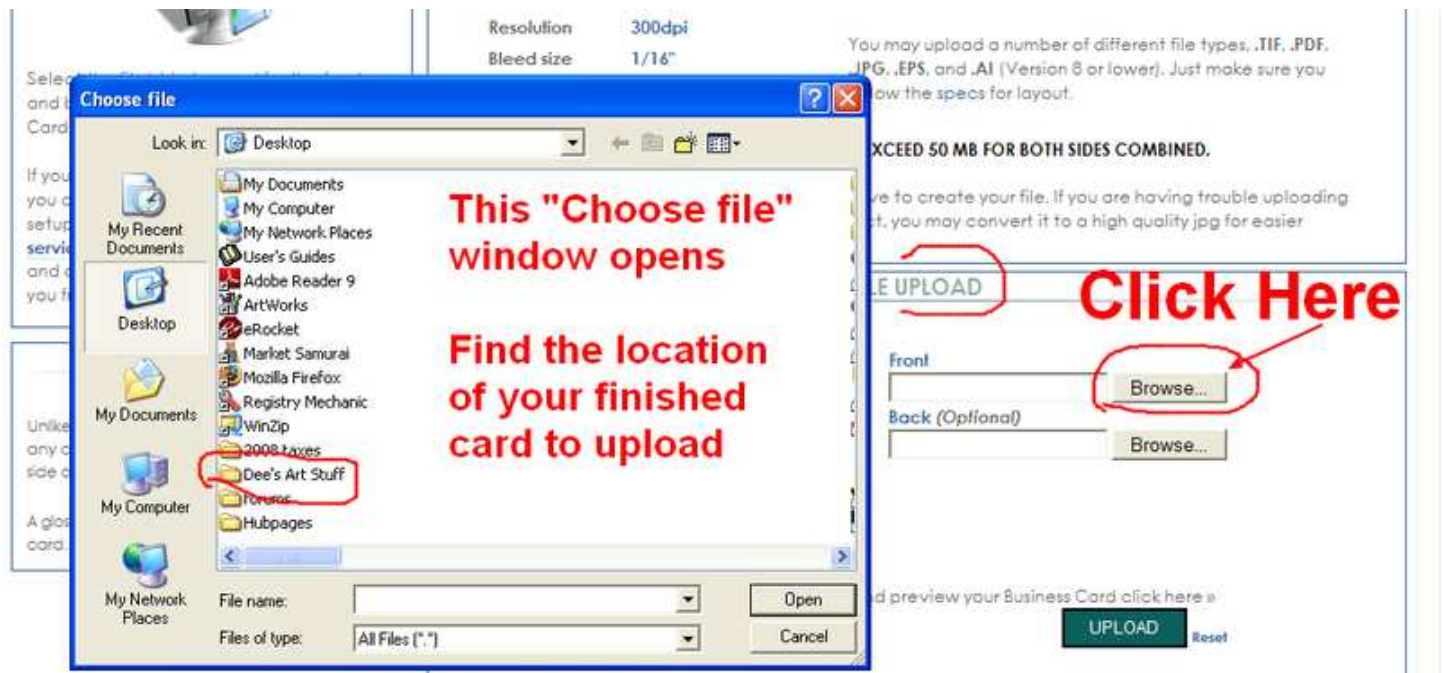
**UPLOADED FILES SHOULD NOT EXCEED 50 MB FOR BOTH SIDES COMBINED.**

Please follow the file specifications listed above to create your file. If you are having trouble uploading your file, and your file specifications are correct, you may convert it to a high quality jpg for easier upload.

### FILE UPLOAD

We are now at the requirements for building a business card. Make the card image a **Tiff or Jpg**. Resolution = 300ppi Bleed size = 1/16" Image Size = 2.127 x 3.627" or 638 pixels X 1088 pixels.

Everything we need to do happens between here and the next step, which is uploading the finished card. But let's look at these steps, so you know what's coming.



This "Choose file" window opens

Find the location of your finished card to upload

Click Here


When your card is finished, ready for uploading, click the Browse button and the "Choose file" window will open on your computer. Search your computer for the card. I keep my art business card in the folder with all of my Art Stuff.

The location of your image will appear in the Browse bar. This tells the website where to find the image on your computer. Click on Upload and a copy of the file will transfer to the online website.

your file, and your file specifications are correct, you may convert it to a high quality jpg for easier upload.

FILE UPLOAD

Click the "Browse" button and select the file(s) you wish to send. Then click the "Upload" button below to see a preview.

Front 

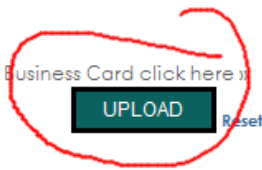
C:\Documents and Settings Browse...

Back (Optional)

Browse...

If you do not specify a file for the back face, it will be left unprinted and uncoated.

To submit and preview your Business Card click here



If the image below appears incorrect and you have followed the information available in the Design Guide, please email your file to [service@overnightprints.com](mailto:service@overnightprints.com) so we can assist you in ordering.

When your finished card is Uploaded it will show the guidelines around the card.

The areas, working inward are Full Bleed, Trim line and Safe Zone.

The standard size for a business card is 2" x 3.5"

They have given you dimensions that make the card 1/8" larger to give them cutting space.



So, you want to keep the text and image inside that safe zone. This is a final check to make sure you have done that.



No magnets with the same design as the Front Side

Details and pricing

Once you are satisfied with the card then select the quantity you want.

Prices shown are those in March 2009.

ORDER OPTIONS

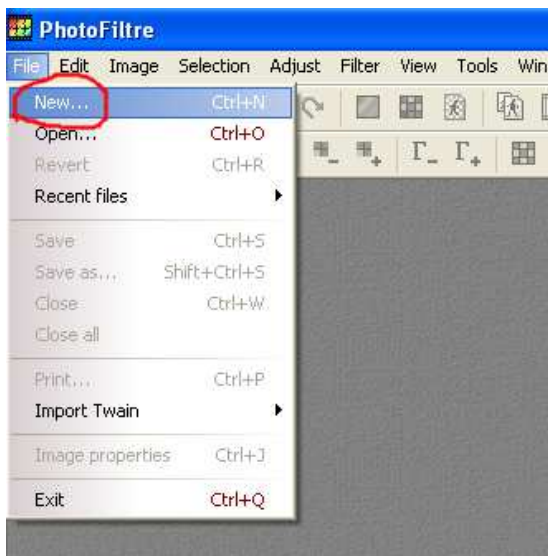
|                            |                    |          |
|----------------------------|--------------------|----------|
| Select Quantity:           | 5000 Premium Cards | \$149.95 |
| All discounts will product | 100 Premium Cards  | \$9.95   |
|                            | 250 Premium Cards  | \$24.95  |
|                            | 500 Premium Cards  | \$34.95  |
|                            | 1000 Premium Cards | \$39.95  |
|                            | 2000 Premium Cards | \$79.95  |
|                            | 3000 Premium Cards | \$109.95 |
|                            | 5000 Premium Cards | \$149.95 |

They also make Magnet cards if you are into that sort of thing.

Again, these are March 2009 prices.



|   |          |
|---|----------|
| No magnets with the same design as the Front Side |          |
| 100 Magnets                                       | \$44.95  |
| 250 Magnets                                       | \$89.95  |
| 500 Magnets                                       | \$120.95 |
| 1000 Magnets                                      | \$198.95 |
| 2000 Magnets                                      | \$379.95 |
| 2500 Magnets                                      | \$419.95 |
| 3000 Magnets                                      | \$549.95 |
| 4000 Magnets                                      | \$699.95 |
| 5000 Magnets                                      | \$819.95 |



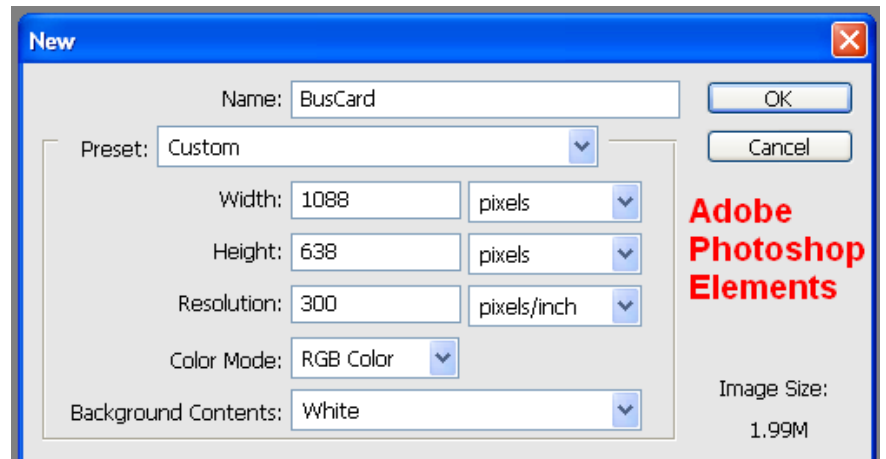
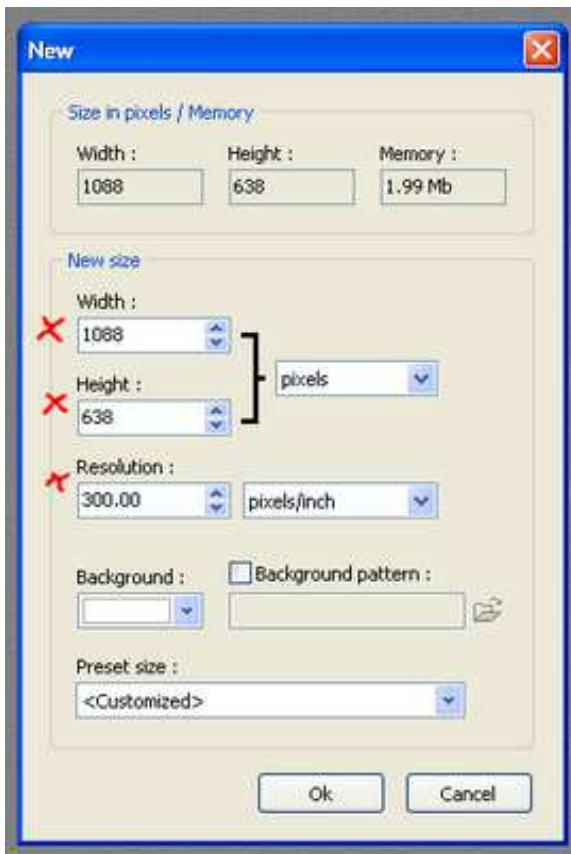
Now that you know what is required, on with the designing of the card.....

**Open up your Photo Editing Program.** They should all have the functions that are shown in this tutorial. The examples here will be with PhotoFiltre and Adobe Photoshop Elements.

**Create a Business Card work space.**

Click on File, then New...

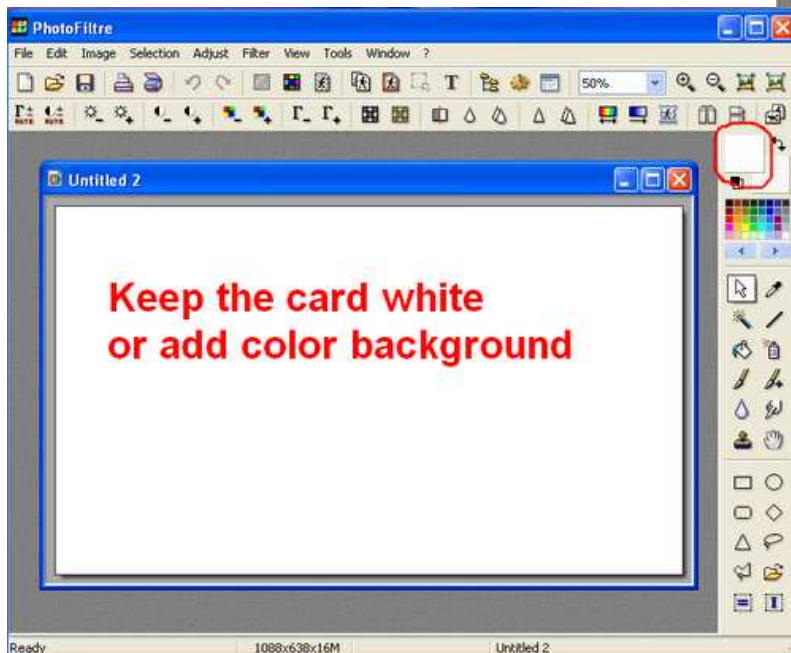
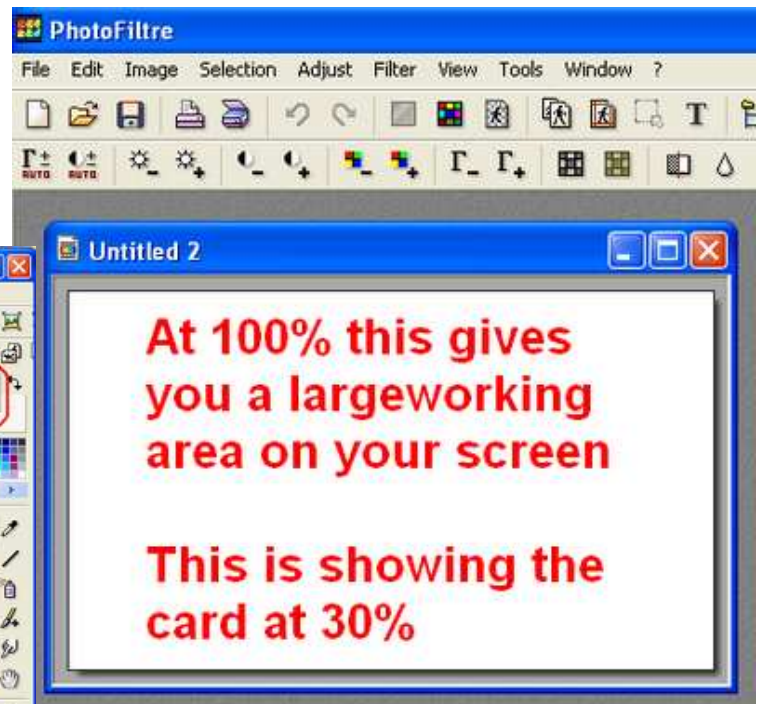
A "New" box will open as shown below so you can set up the dimensions of the business card you are about to create.



The "New" box will look similar to these. Plug in the width of 1088 px, height of 638 px and Resolution of 300ppi as required in the directions from the Over Night Print website.

If you use a different company for you cards, be sure to find out what their size requires are.

When you click the Ok button a white rectangle appears. This will be the pallet for your business card.

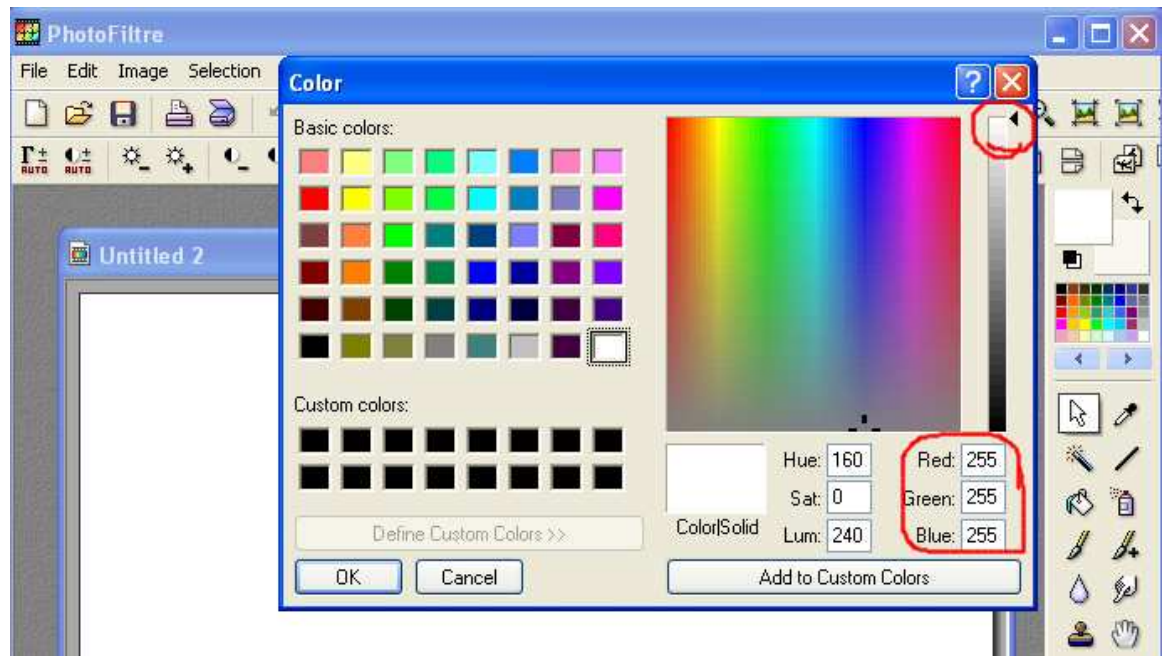


**Add color to the background.** Click on the color box in your program to open a color selection box.

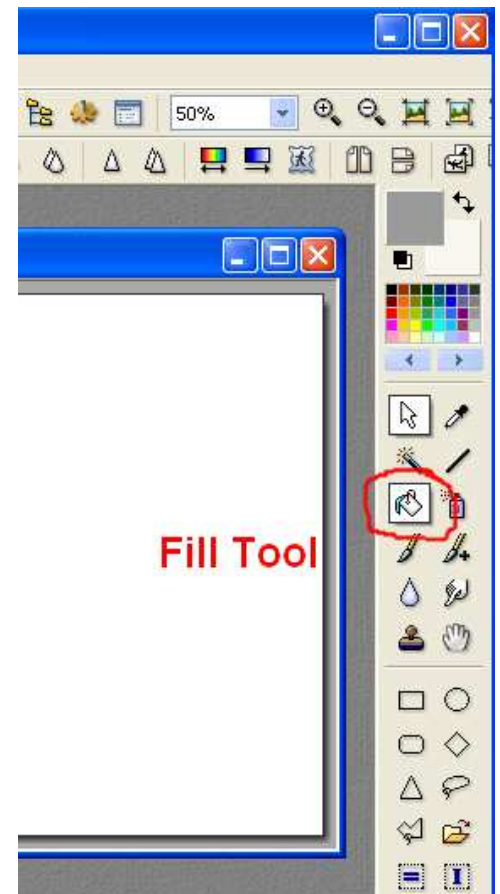
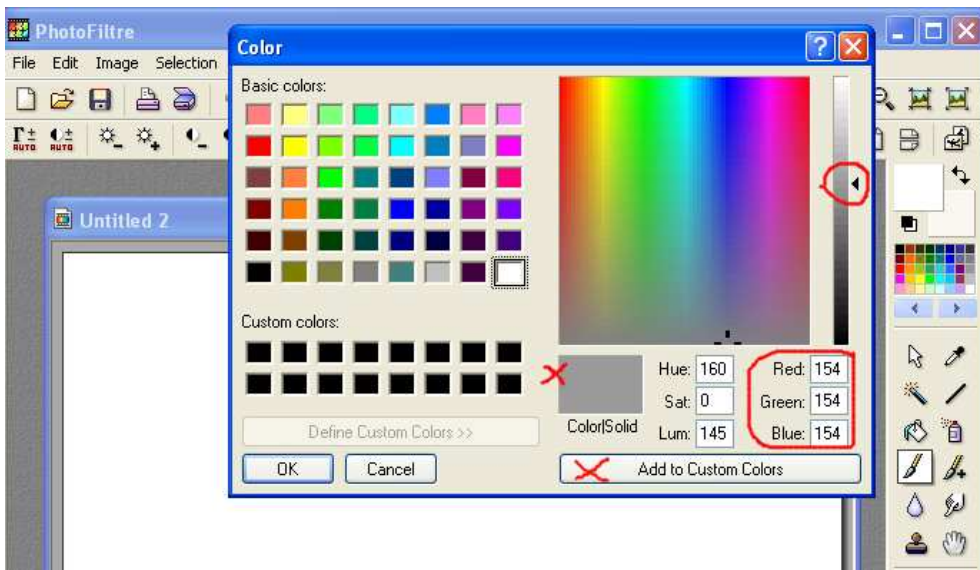
Right now it is showing the color as white. The little arrow on the slide bar is all the way to the top.

It's showing the RGB as 255, which is white.

To change color, you can click on the one of the Basic color blocks. You can click on the rainbow of colors and use the slide bar. Or if you know the RGB numbers for a particular color you want to use, you can type those in the corresponding squares.



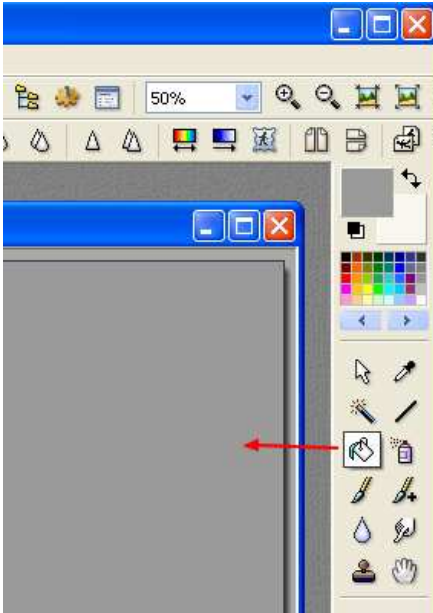
Or if you know the RGB numbers for a particular color you want to use, you can type those in the corresponding squares.



Above, I've slid the bar arrow down and picked out a gray on the scale. Its RGB is 154.

When you pick the color you want to play with for a bit, click the Add to Custom Colors and then Click OK.

Notice the white color patch in the tool bar has changed from white to gray. This always shows you the color you are working with. Lower on the bar is the Fill Bucket tool, you will now use to change the background color of the card.

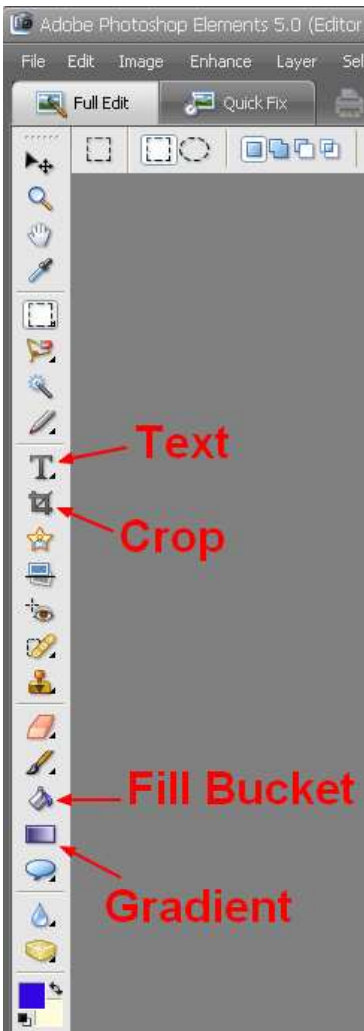
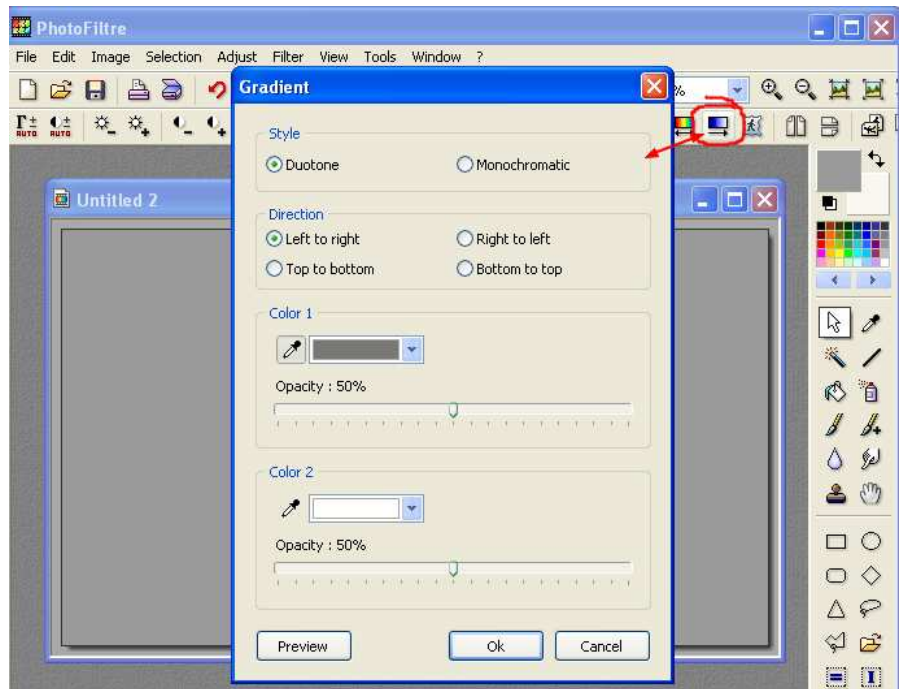


Click on the Fill Tool to activate it, then click on the card. It will immediately fill the card with the gray color.

If you want a solid color for your card background, this step is completed.

**Create a Gradient Background.** If you would like a variation with the background color, you may want to experiment with the gradient tool. In **PhotoFiltre** the tool is located in the upper right, circled in the picture below.

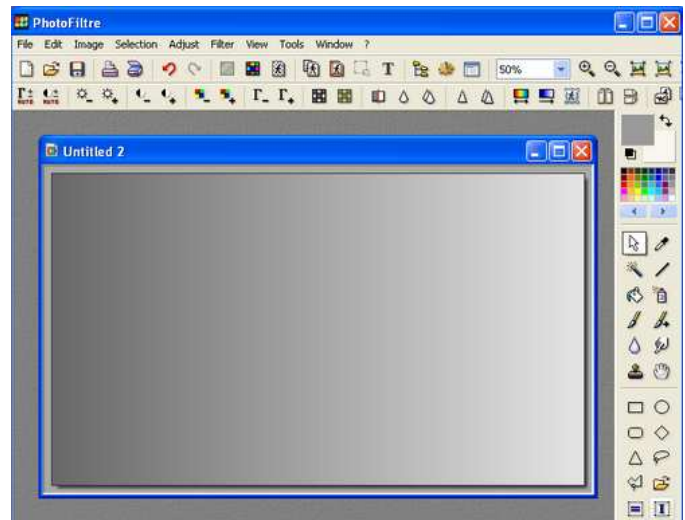
When you click on the gradient icon the Gradient box opens as shown. You can change the direction as well as the color. Try different things to see what you might like and click Preview.

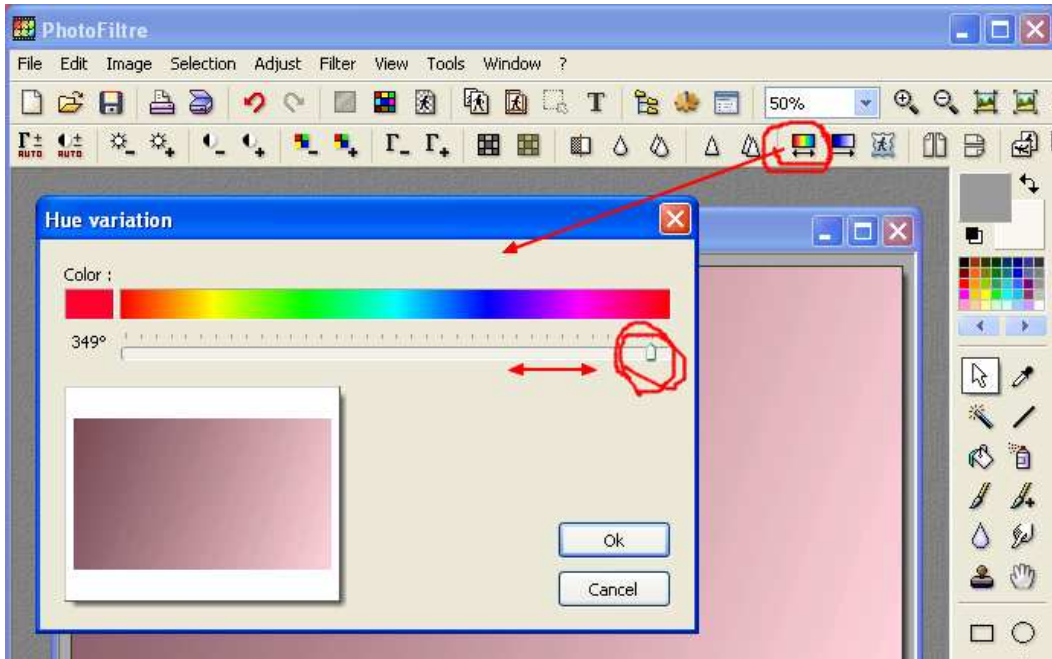


Every good Photo Editing Program will have these tools. They may just be located at different place.

In Adobe Photoshop Elements these tools are listed on the left.

Here is a Gradient example of the gray from above. Now let's try a different color. →





This is the Hue Variation tool. Some programs have this tool combined in with the Gradient tool.

Just click on the Icon and the Variation box opens. Slide the bar button back and forth to pick or find the color you want.

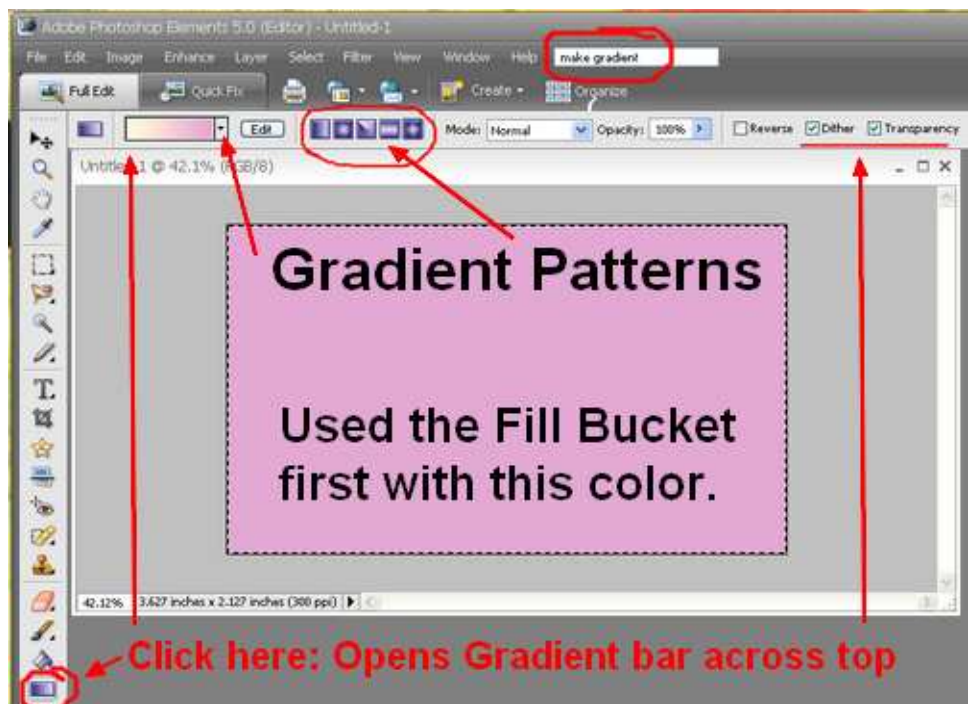
**Gradient Background with Adobe Photoshop Elements.** The steps are a little different in making gradients with Adobe, but you also have more options to play with.

Click the Gradient Icon on the left side bar. The Gradient options open up across the top above the work area.

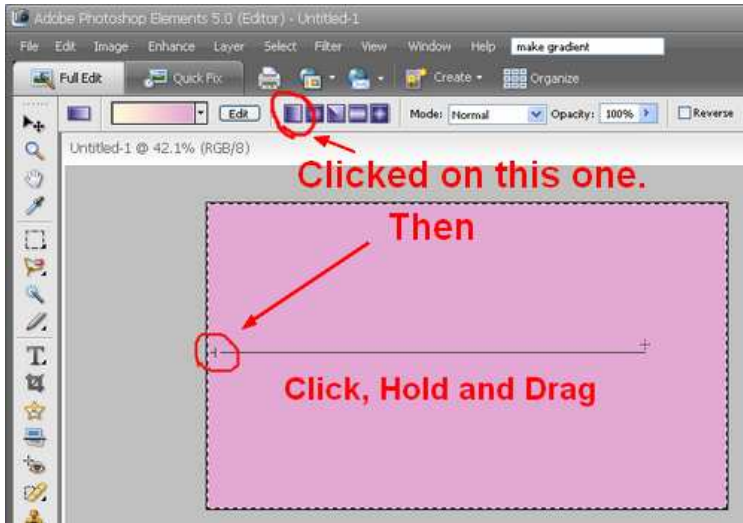
You can choose from the first most common patterns circled or click the little down arrow and open a small window with more patterns.

Start with the Mode in Normal. Have the Dither box checked for the smoothest transition. Also keep the Transparency box checked.

Then click on the card where you want the gradient to begin, hold and drag the mouse.



Click here: Opens Gradient bar across top



I clicked on the first of the five common gradients. Then click at a starting point, hold and drag.

You can start anywhere and stop anywhere you wish. Experiment with this.

Below is the gradient it created.



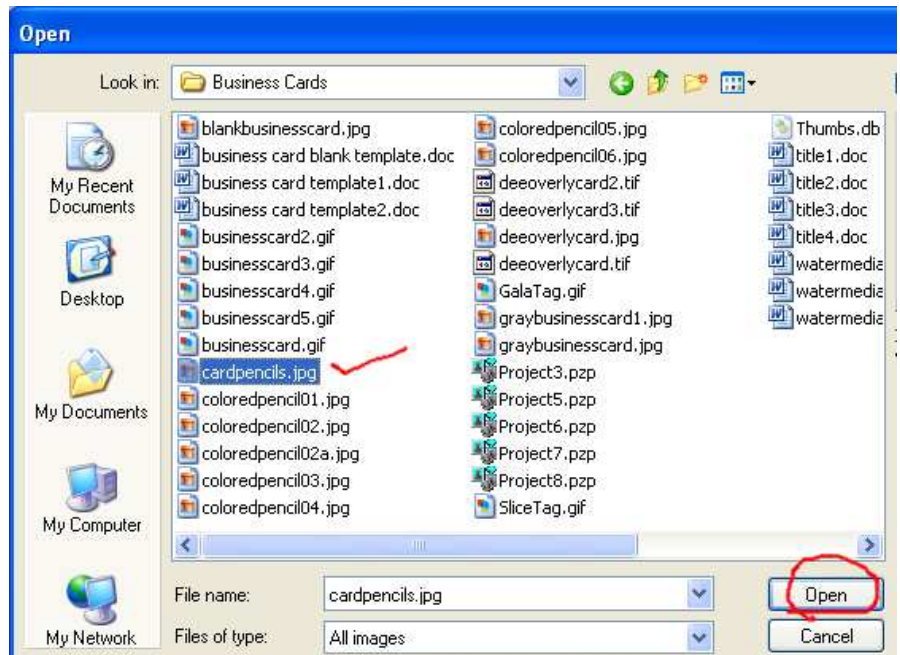
**Add an Image to the Card.** Nothing makes an impact on a business card like a picture of your artwork. Remember, you are building a 300ppi image. So you need to add a high resolution image onto the card. Find your image on your computer. Click File > Open for the Open box to appear:

As you can see on the right, I have created a folder in my Art Folder labeled Business Cards. I moved all the images into this folder that I want to use on cards. This is also where I saved various possibilities for future use.

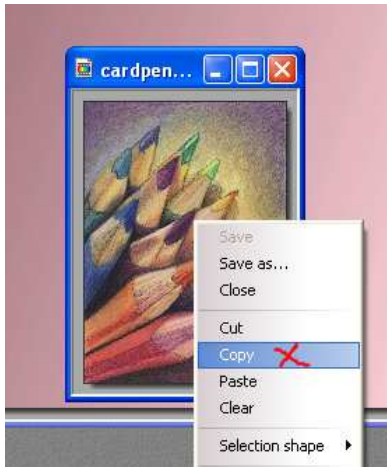
Click the image you want to use and the Open button.

The image will open into your Photo Editing software.

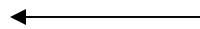
Now, you need to **copy** the artwork image **and paste** into onto the card.



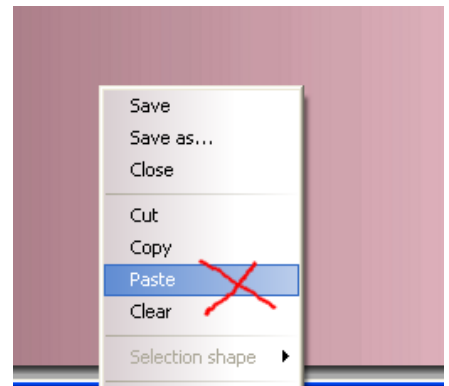
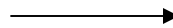
**First, the steps in PhotoFiltre.**



Click on the image to activate it. Then click Edit > Copy. Or if you have right click ability, right-click on the image and the menu will open at the image. Click on Copy.



Click on the card to activate it, then click Edit > Paste. Or right-click on the card and then click Paste.



The artwork image will appear on top of the card background image. You can move the image around to set it exactly where you want it to appear.

PhotoFiltre does this without creating layers. So you need to make sure it is set correctly before you go to the next step because you can't change it.

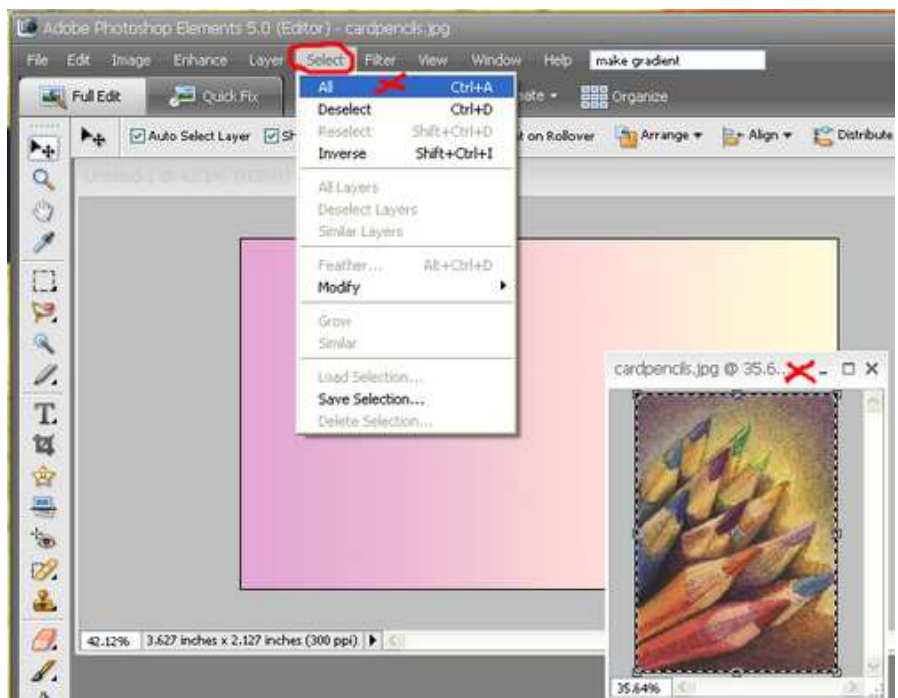
Editing programs that use layers will put the background, the image and the text each on their own layer. Then you can call up each layer and change that layer at any time through the building process until you save it as a completed jpg or tiff project.

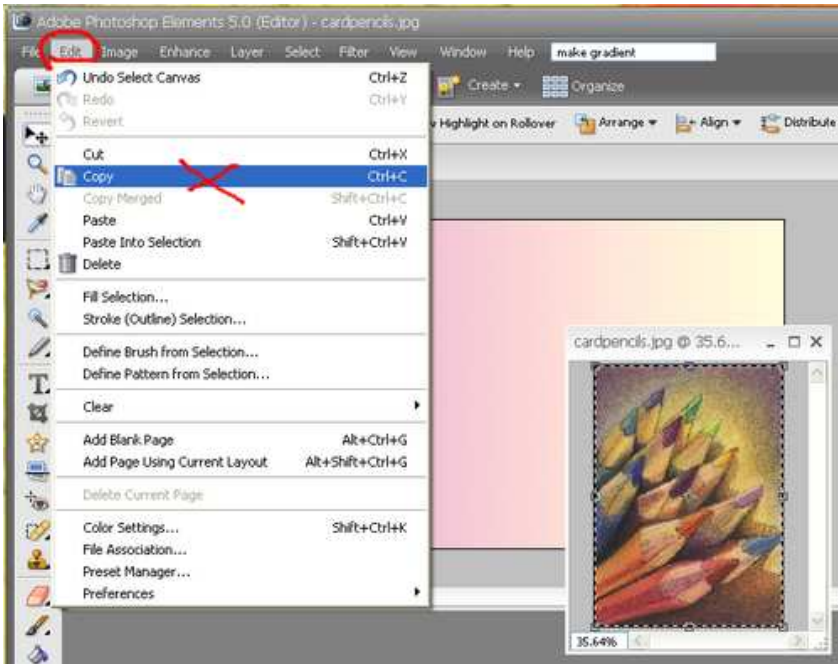
### "Add an Image" steps in Adobe Photo Elements.

Click on the image you are going to copy to activate it.

Click on Select > All

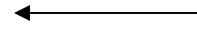
The image gets a dashed line around it.





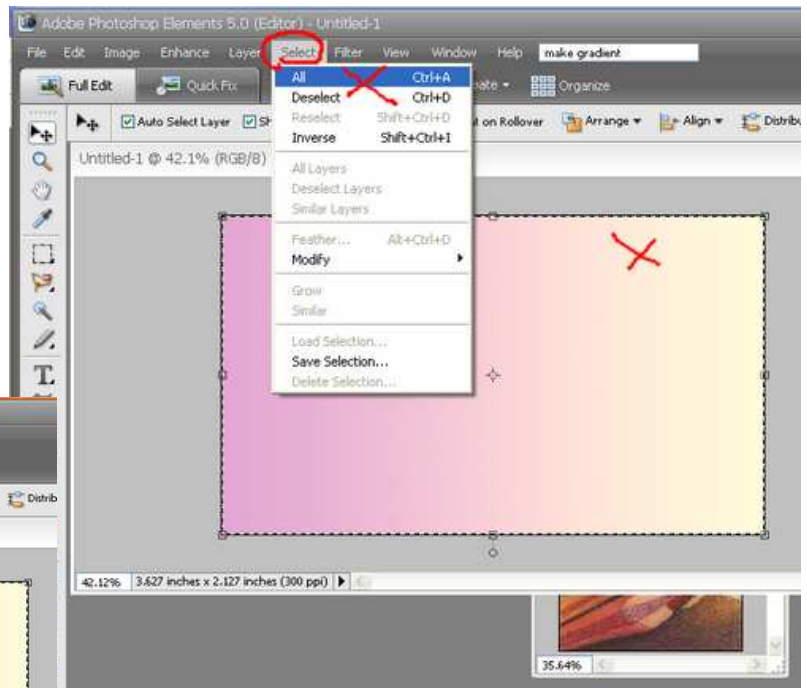
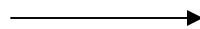
Click on Edit > Copy

This will copy the image.

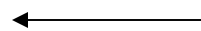


Click on the card background to activate it.

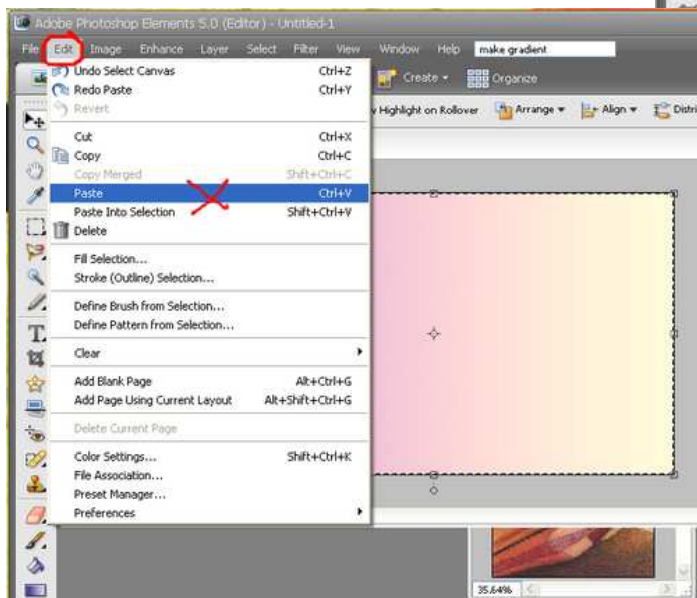
Click on Select > All

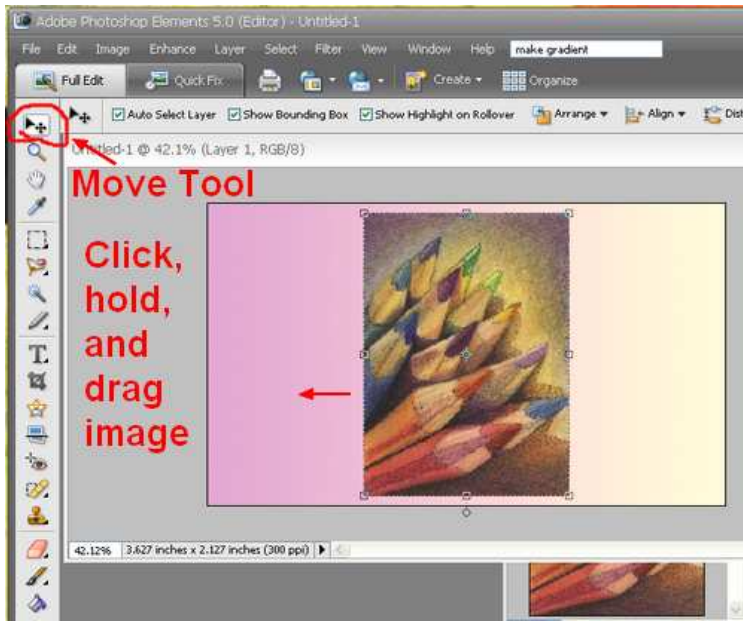


Then Click on Edit > Paste

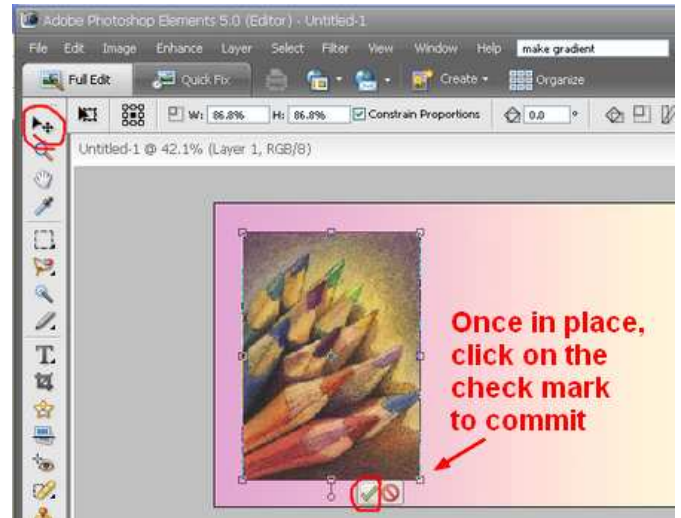


The image will appear onto the card.

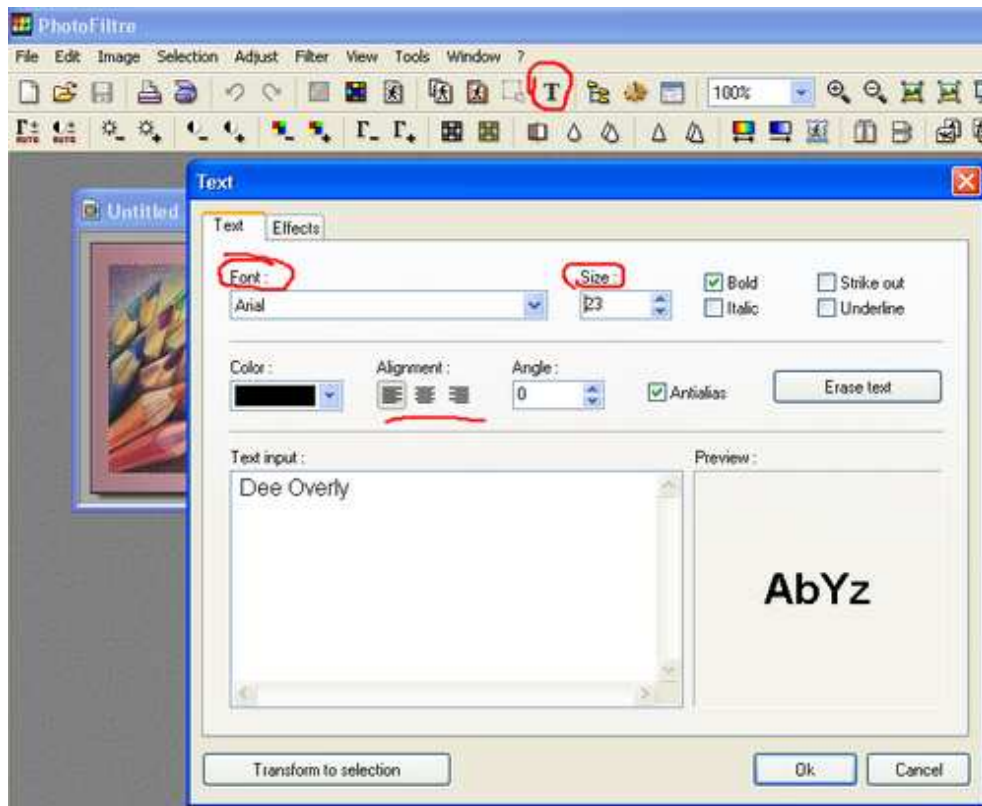




The added image will appear in the center. Click on the Move Tool, then click on the image, hold and drag to the location you want.



**Add Text to your Business Card.** The capital "T" is used as the Text Icon in almost every Editing program in existence. In PhotoFiltre, when you click on the T Icon, the Text box opens. Choose the font, size, color and etc. Type the Text in the box. Click Ok.

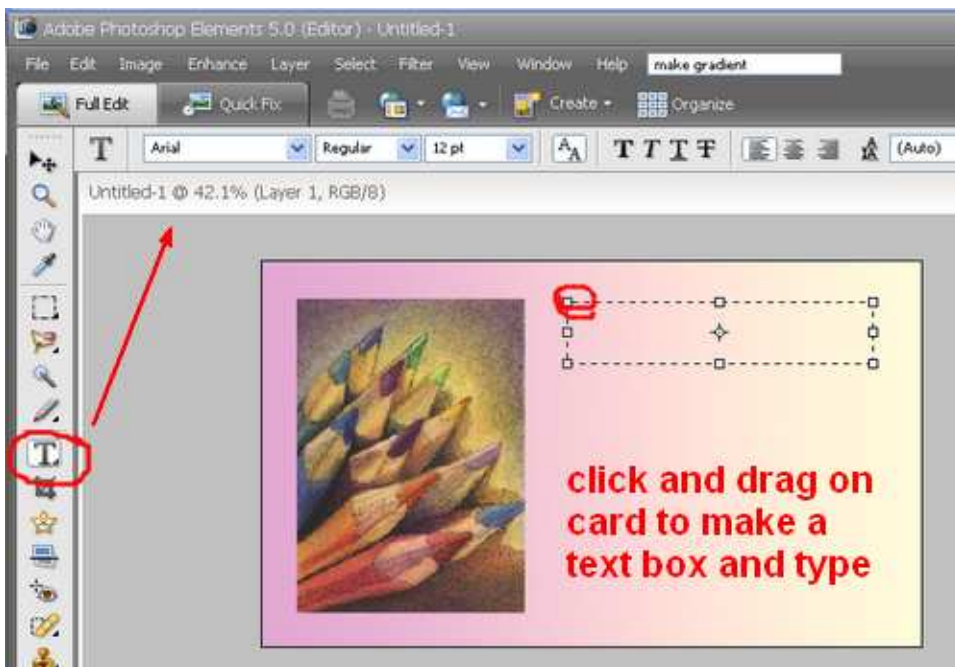




Click, hold and drag the text to the desired location.  
Repeat the process for each line of text.



### Adding Text in Adobe Photoshop Elements.

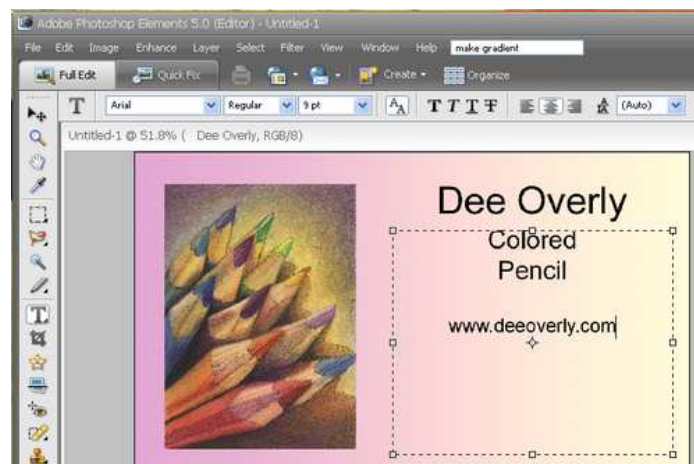


Click on the "T" Icon in the left side bar and the Text tool bar opens across the top above the work area.

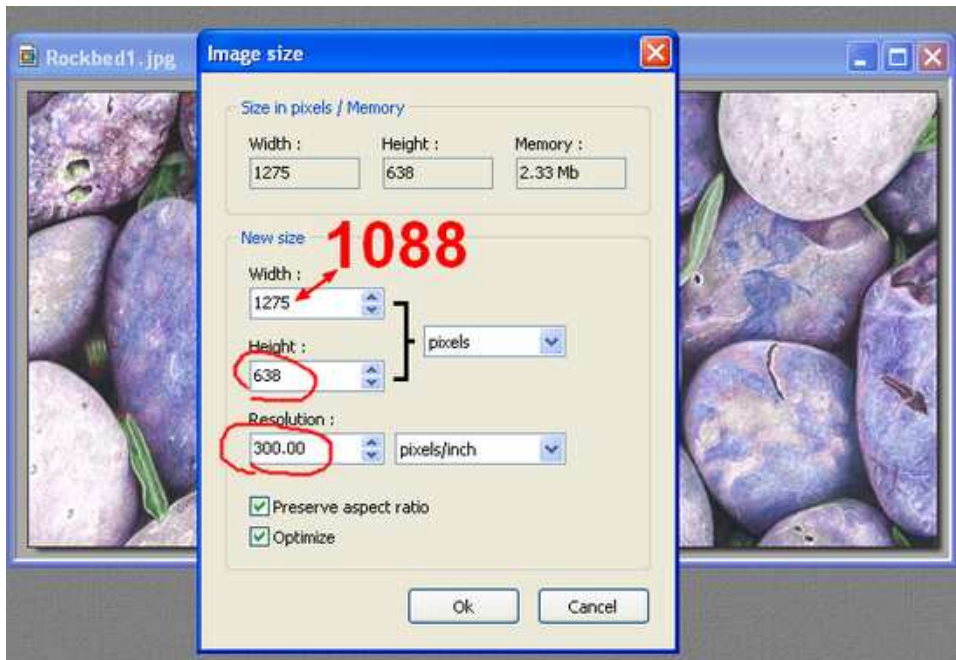
Click, hold and drag on the card to create a text box for typing in.

You can enter the text in one line at a time or use a text box for the entire block of text.

Just highlight the text in the block and set it's attributes in the text bar above.



**Using an Image on the entire card.** A popular practice is to use a faded image of a piece of artwork that covers the entire card background. The best way to do this is to open an image (File > Open) into your Photo Editor and crop the image to meet the business card size requirements.



In this example, I have opened an image from my files that is 300ppi. I set the height to the required 638 pixels.

That makes the width 1275 pixels, but it needs to be 1088 pixels.

The easiest solution is to just start cropping off some of the excess and work your way down to the required size.

Using the cropping tool, select the area for cropping. A dashed line appears. Right-click > Crop.

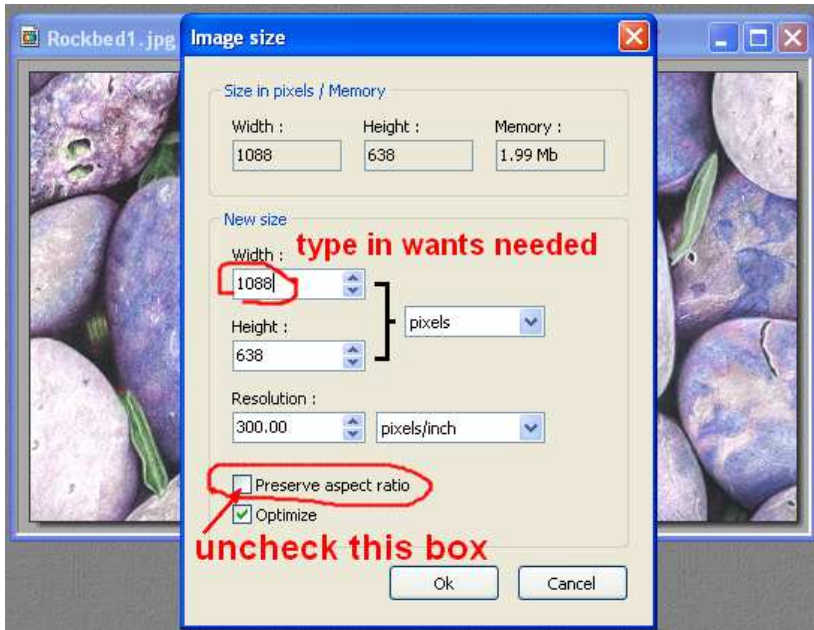
Or Click Image > Crop from the top Menu bar.

Then check the Image size again.



The crop has moved the image from a width of 1275 to 1219. Keep cropping to get as close to the required 1088 pixels as possible without going under.

It's very difficult to crop an image at the exact size needed. Do the shortcut below.



Once you get close to the required pixels. (Within 3 to 5 pixels difference) do the following.

Uncheck the box that "Preserves the Ratio" of the image. Type in the required number and click Ok.

The image will not show any noticeable distortion with only a 3 to 5 pixel difference.

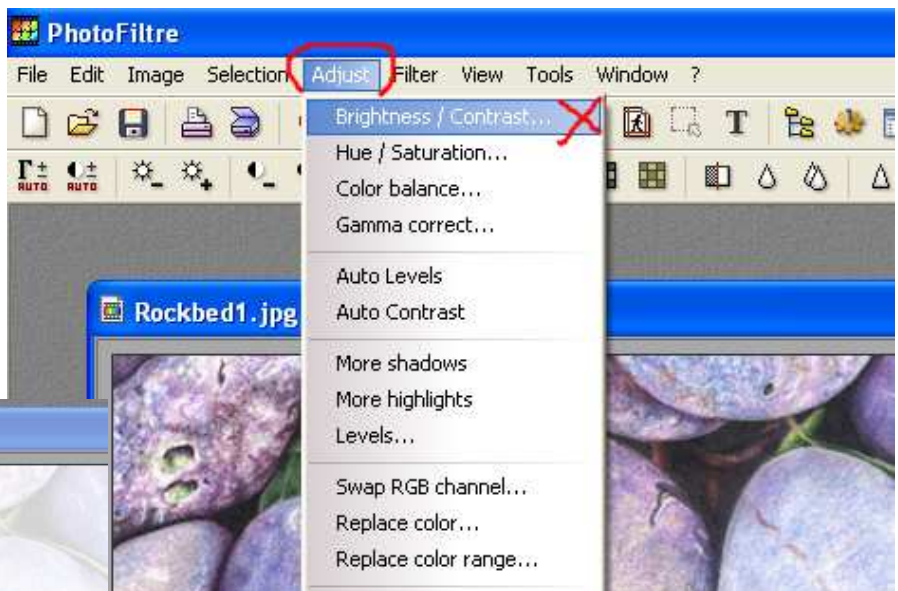
When using an image for the entire card the typing will go on top, so the image will need to be faded to some degree.

Let's look at an option on how this can be done.

In the pull-down menu across the top find Adjust > Brightness/Contrast.

Photoshop Elements has the Brightness and Contrast function under Enhance.

We're going to use the Brightness option to lighten and fade away much of the image and move it into the background so the Text on top stands out.



In this example I've moved the brightness button all the way to the right to 100%.

This is something you'll want to experiment with to see how much fading you need with your image and still be able to read the text very well.

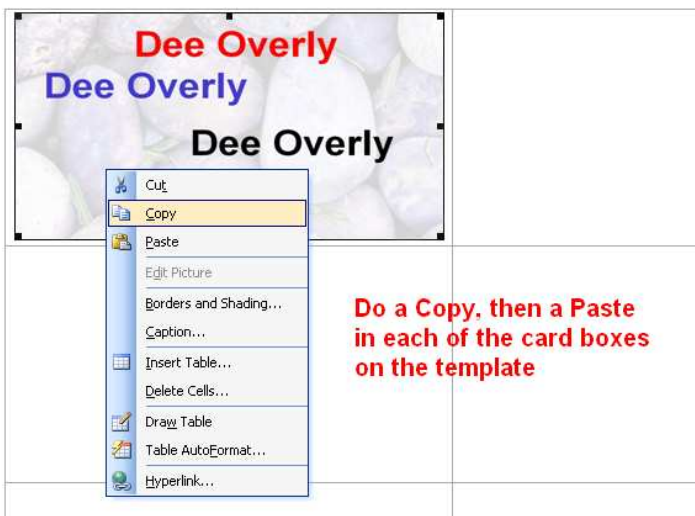
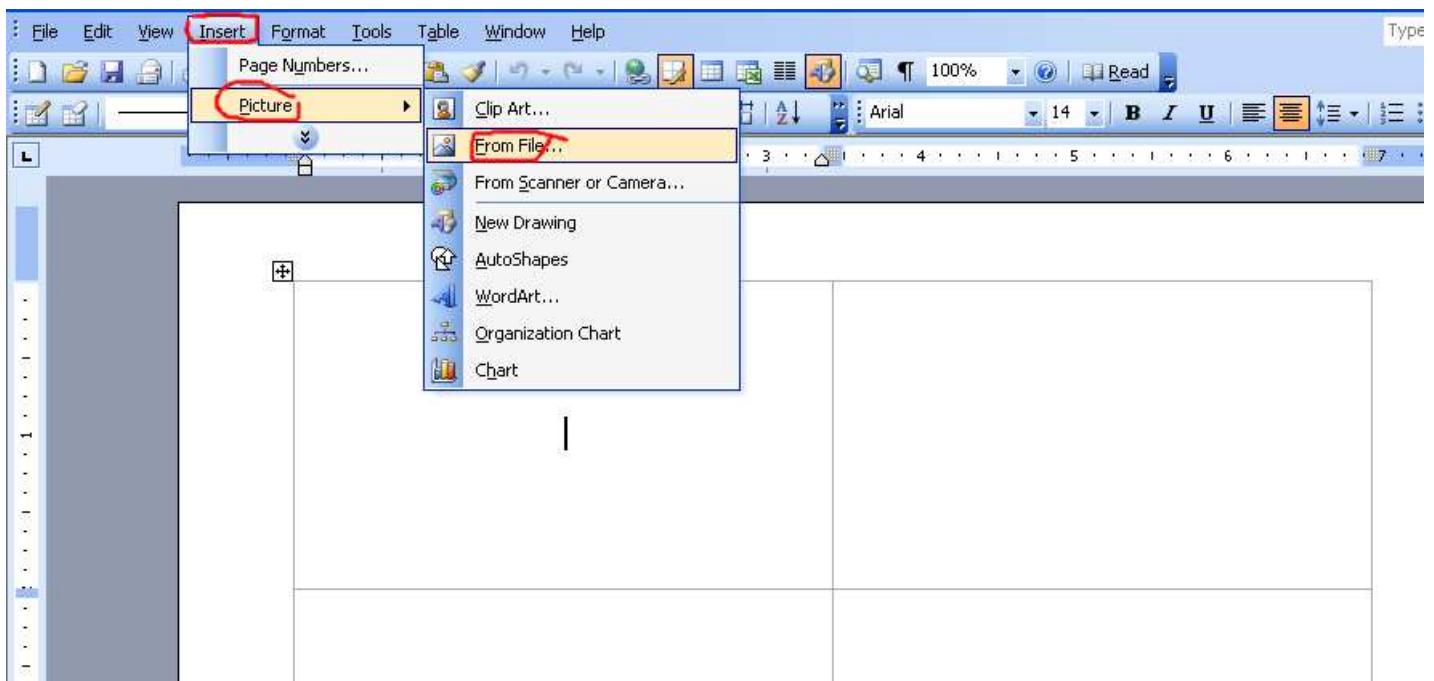
For adding text follow the steps back on page 12.

When your card is complete, do a Save As and save it as a jpg or tiff image at 300ppi.

Once your card is completed you can upload it onto the <http://OvernightPrints.com> website. Go back to the beginning of the tutorial and follow the steps.

If you prefer printing your own business cards go to <http://Avery.com> and download a business card template. They have a 10 card template and an 8 card template. If you have color or an image over the entire surface of the card, you will want to try the 8 card template because there is space between the cards allowing for bleed over. They have templates for both Windows and Mac. Try product # 8374 and 8373 in your search for the right template.

Below is the 10 card template example. The template opens in a Word Program. Click in center of a card box to activate. Follow the Insert picture steps.



As you can see I was playing with text colors. I didn't complete this card. Also, if I were printing this card myself, I would use the 8 card template because it needs to bleed over. There isn't room for that on the 10 card.

You can do a copy and paste to drop the card into the rest of the boxes. Experiment. Have fun.

Note: Want to make a postcard? Use all these same steps with the following set up.

**Resolution = 300ppi, Bleed = 1/8"**  
**Image size = 4.25 x 6.25" or**  
**1275 pixels X 1875 pixels**