Continue

Share — copy and redistribute the material in any medium or format for any purpose, even commercially. Adapt — remix, transform, and build upon the material for any purpose, even commercially. The licensor cannot revoke these freedoms as long as you follow the license terms. Attribution — You must give appropriate credit , provide a link to the license, and indicate if changes were made . You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits. You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable exception or limitation . No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. Many artists make extra income from notecards of their paintings, selling the notecards out of their studios, through their websites, at craft fairs, or through local stores or art centers. An original piece of art can cost hundreds if not thousands of dollars, costing more than many people can afford. It may also be physically larger than many people can accommodate in their homes. If you are an artist who produces larger, more expensive artwork you can earn income from your artwork in between sales of those larger pieces by selling smaller pieces at a lower price point and by making prints and notecards of your work. People who might not have heard of you yet and might not be ready to spring for an expensive original painting would be happy to buy notecards they like. The notecards will remind them of who you are and where they can find you when the time is right for them to purchase one of your larger works. The more your work is seen, the better it is for you. And cards have a far-reaching effect, literally, as the customer who buys them then sends them off to friends in other parts of the country and world. These people then receive your card, like it, and look your website up on the internet. Get that website up and running! Whether it is notecards, giclee prints, or business cards with your image on it, having a multimedia representation of your work is beneficial and important. Someone may already know your work and absolutely love it, but just can't afford an original piece of art. Notecards enable them to have a legitimate image of your work without the cost. They can even buy their own frame for the card if they want to keep it as an individual piece of artwork. People will enjoy having a boxed set of images of several of your paintings. And, it helps you save money as well. Without a lot of extra effort and expense beyond the initial printing, you can sell your cards through different venues and be earning money from sales while you're working on another piece of original art! Use them as thank-you notes to customers, as an extra gift to clients who commission a painting, as announcements for Open Studios or special events, as gifts to family and friends, or as affordable items for sale at gallery or art show openings. You can hang on to the original painting until the right buyer comes along and can pay full value for it. And as the creator of the original artwork you still have all the copyrights, so you can create as many cards and prints from a popular painting as you would like. Choose several of your best paintings and scan them for the best color control or take good quality photographs of them. You want to take the highest resolution possible, which is 300 ppi (pixels per inch) for image clarity. Follow the specifications of the Print on Demand company you're using for sizing and uploading your images. You also might choose to use a close-up of an image on the notecard. Just be sure to convey that the image is a "detail" from the original painting when you include the information about the image. It is good to put information about the image - title, medium, and size - your name and copyright symbol, your website address, and any brief statement about your art on the back of the notecard. That way, when someone far away is admiring the image, they can turn over the card and easily find out how to get in touch with you! If you want to have more control over your images and sign each one personally, you can print them at home if you have a printer that can print good color photographs. Choose your best images and color-correct them using photoshop or other photo software. Some artists use Microsoft Publisher to print their image directly onto their card. Others print out their images separately and adhere them to the card. If printing your images out separately, print them out a little smaller than your card size. You can order blank note cards or greeting cards that come with envelopes such as Avery Textured Heavyweight Note Card and Envelopes, which are like watercolor paper. You can print your image separately on any stock photo paper - glossy, satin, or matte, depending on your preference, and adhere it to the note card with a glue stick, spray glue, rubber cement, or scrapbooking tape. Some artists have their images printed successfully at Walgreens or another store relatively inexpensively. Sign your card, make sure the name of your artwork and your contact information is on it, package it in a clear bag and you are done. You might want to have a stamp made with your contact information so you don't have to write it all by hand on the back of each card if you are producing many cards. Or you might want to include your business card in the bag with your notecard. Piece of card with a picture and a message Greeting cards on display at retail. Birthday cards up close. A greeting card is a piece of card stock, usually with an illustration or photo, made of high quality paper featuring an expression of friendship or other sentiment. Although greeting cards are usually given on special occasions such as birthdays, Christmas or other holidays, such as Halloween, they are also sent to convey thanks or express other feelings (such as condolences or best wishes to get well from illness). Greeting cards are usually packaged using an envelope and come in a variety of styles. There are both mass-produced and handmade versions available and they may be distributed by hundreds of companies large and small. While typically inexpensive, more elaborate cards with die-cuts, pop-ups, sound elements or glued-on decorations may be more expensive. Hallmark Cards and American Greetings, both U.S.-based companies, are the two largest producers of greeting cards in the world today. In Western countries and increasingly in other societies, many people traditionally mail seasonally themed cards to their friends and relatives in December. Many service businesses also send cards to their customers in this season, usually with a universally acceptable non-religious message such as "happy holidays" or "season's greetings." Greeting card (example) Counter cards: Greeting cards that are sold individually. This contrasts with boxed cards.[1] Standard A standard greeting card is printed on high-quality paper (such as card stock), and is rectangular and folded, with a picture or decorative motif on the front. Inside is a pre-printed message appropriate for the occasion, along with a blank space for the sender to add a signature or handwritten message. A matching envelope is sold with the card. Some cards and envelopes feature fancy materials, such as gold leaf, ribbons, or glitter. Handmade A Handmade card[2] is a card which includes a production stage or a feature that is made by hand. The term covers a wide range of products including not only for example, applique items or ribbons but also pop-up and 3-D cards as well as cards made with mixed materials. The term "Handmade" is applied both to cards made by amateurs and to volume-production cards that include stages made by hand. Photo A photo card is a card which features a photograph chosen by the sender. There are two main types of photo card. The first is the photo insert card which is designed to display a sender's own photo. Depending on the card design, the photo is stuck to the card, clipped to the card or slid into a pocket in the card into which a hole has been cut to act as a frame. The second type is the printed photo card, in which the photo is combined with artwork and printed directly onto the face of the card. Both types are popular for sending holiday greetings such as Christmas, Hanukkah, and for baby showers, where the sender wishes to send a memento of their own family. See also Personalised cards. Personalised A personalised card is a card which is personalised with the sender's own pictures or a personal audible message. Websites using special print-personalisation technology, such as Moonpig, allow consumers to personalise a card which is then printed and sent directly to the recipient. Sound personalization is also possible using a small recording device called a Botski, which is a sticker-based recordable medium allowing users to record songs, sounds or spoken words and include them in a greeting card. Reusable These are greeting cards for the budget conscious. There are two common formats for reusable cards. Firstly, there are cards with slits in them positioned to hold pages. Secondly, there are notepad style cards where pages stick to the back of the cards. The pages that have been used for reusable cards can be removed after being received and fresh pages can be used to reuse the cards.[3] Sound-based or Musical Some greeting cards play music or other sound when they are opened. They are commonly 3D handmade cards which play traditional celebration songs such as "Happy Birthday To You." They also may be personalized using a Botski which is a small, sticker-based recordable medium which users can record their own music, sounds or voice greeting and apply it to a card.[4] Electronic (also called e-cards) Greeting cards can also be sent electronically. Flash-based cards can be sent by email, and many sites such as Facebook enable users to send greetings. More recently, companies such as 2050cards[5] have started providing ecards as downloadable videos that can be sent mobile-to-mobile via instant messaging platforms such as WhatsApp and Facebook. Quilling Cards Quilling cards are greeting cards that contain a Quilled design on the front of the card. Quilling is an artform where strips of paper are rolled to make intricate designs. These cards are unique and handcrafted and are often framed as works of art. Pop-up Pop-up cards are normally cards that, once opened, have a picture coming outward, giving the reader a surprise. Pictures and printed messages in greeting cards come in various styles, from fine art to humorous to profane. Non-specific cards, unrelated to any occasion, might feature a picture (or a pocket to paste in a personal photograph) but no pre-printed message. Paper Pop Cards has a patent for detachable pop-up cards[6] which lets the pop-up be saved as a keepsake. Pop-up card designs are inspired by the Kirigami art form, which originated in Japan[citation needed]. This card style has spread to the US, U.K., India and elsewhere.[citation needed] In Shark Tank episode 605 in season 11, the startup Lovepop cards founded by Wombi Rose and John Wise appeared with Kirigami art inspired pop up cards and raised $300,000 of funding.[7][8] Also known as digital greeting cards, they can be found online through shopping platforms such as Etsy and some blogs. Usually available in the form of a PDF document, the design for a card can be printed out at home or a local print shop. Printable cards have allowed designers to make cards readily available to customers all over the world. A get-well card is a greeting card which is sent to someone when they are ill.[9] Their use in the case of chronic and terminal illness is problematic because the patient may not be expected to recover but they may still offer comfort to the invalid.[10][11] The concept of a khaki fabric card appeared in 1899 during the first Christmas of the Boer War and was issued by a business in Glasgow. In New Zealand, it was not uncommon to receive a khaki greeting card, even the premier, RJ Seddon is said to have received one. An example of a fabric card is held by the Auckland War Memorial Museum, and is a small square of fabric with a heavy fringe created by threads with a hand written greeting. [12] A get well card from 1949 The custom of sending greeting cards can be traced back to the ancient Chinese who exchanged messages of good will to celebrate the New Year, and to the early Egyptians, who conveyed their greetings on papyrus scrolls.[13] By the early 15th century, handmade paper greeting cards were being exchanged in Europe. The Germans are known to have printed New Year's greetings from woodcuts as early as 1400, and handmade paper Valentines were being exchanged in various parts of Europe in the early to mid-15th century, with the oldest Valentine in existence being in the British Museum.[13][14] The card was written to Bonne of Armagnac by her husband, Charles Duke of Orleans, who was imprisoned in the Tower of London at the time. Not surprisingly, its message is rather downbeat. Its opening reads: 'I am already sick of love / my very gentle Valentine.'[15] By the 1850s, the greeting card had been transformed from a relatively expensive, handmade and hand-delivered gift to a popular and affordable means of personal communication, due largely to advances in printing, mechanization, and a reduction in postal rates with the introduction of the postage stamp.[16] This was followed by new trends like Christmas cards, the first of which appeared in published form in London in 1843 when Sir Henry Cole hired artist John Calcott Horsley to design a holiday card that he could send to his friends and acquaintances. In the 1860s, inventor Hugh Pierce Jr., inspired by the Christmas card, invented the Birthday card. Companies like Marcus Ward & Co, Charles Goodall & Son, and Charles Bennett began the mass production of greeting cards. They employed well-known artists such as Kate Greenaway and Walter Crane as illustrators and card designers. The extensive Laura Seddon Greeting Card Collection from the Manchester Metropolitan University gathers 32,000 Victorian and Edwardian greeting cards and 450 Valentine's Day cards dating from the early nineteenth century, printed by the major publishers of the day.[17] Technical developments like color lithography in 1930 propelled the manufactured greeting card industry forward. Humorous greeting cards, known as studio cards, became popular in the late 1940s and 1950s. In the 1970s, Recycled Paper Greetings, a small company needing to establish a competing identity against the large companies like Hallmark Cards, began publishing humorous, whimsical card designs with the artist's name credited on the back. This was away from what was known as the standard look (sometimes called the Hallmark look.)[citation needed] During the 1980s, reduced costs of small batch printing and die cutting together with a growing taste for handmade cards made it economically possible for smaller niche companies to set up in competition with the large established brands. Innovative companies such as Nobleworks and Meri Meri[18] grew from their foundation in the 1980s to becoming significant influencers in the industry. A thriving market was established for what were now called "alternative" greeting cards. The name stuck even though these "alternative" cards grew to embrace a vast range of styles and ultimately changed the look of the industry. The largest recorded number of greeting cards sent to a single person went to Craig Shergold, a beneficiary/victim of chain letters and later chain emails. In the United Kingdom, an estimated one billion pounds are spent on greeting cards every year, with the average person sending 55 cards annually.[19] In the United States, approximately 6.5 billion greeting cards are bought each year, at a total cost of more than US$7 billion.[1] A counter card in the U.S. typically sells for $2 to $4.[1] Boxed cards, which are a popular option for Christmas cards or other times when multiple cards are sent, tend to cost less. The Greeting Card Association is a U.S. trade organization representing the interests of greeting card and stationery manufacturers.[20] John Beeder, former president of the Greeting Card Association, says greeting cards are effective tools to communicate important feelings to people you care about: "Anyone feels great when they receive an unexpected card in the mail. For me, there's nothing like a greeting card to send a special message. I'm proud to be a part of an industry that not only keeps people connected, but uses both imagery and the power of words to help us express our emotions." Since 1988, the Greeting Card Association has held an annual award ceremony for the best greetings cards published that year. The awards are called Louies in recognition of Louis Prang, described as the Father of the American Christmas Card.[21] This section is an excerpt from Postcard.[edit] Example of a court card, postmarked 1899, showing Robert Burns and his cottage and monument in Ayr A postcard or post card is a piece of thick paper or thin cardboard, typically rectangular, intended for writing and mailing without an envelope. Non-rectangular shapes may also be used but are rare. In some places, one can send a postcard for a lower fee than a letter. Stamp collectors distinguish between postcards (which require a postage stamp) and postal cards (which have the postage pre-printed on them). While a postcard is usually printed and sold by a private company, individual or organization, a postal card is issued by the relevant postal authority (often with pre-printed postage).[22] Production of postcards blossomed in the late 19th and early 20th centuries.[23] As an easy and quick way for individuals to communicate, they became extremely popular.[23] The study and collecting of postcards is termed deltiology (from Greek deltion, small writing tablet, and the also Greek -logy, the study of).[22] Wikimedia Commons has media related to Greeting cards. Birth announcement Cardboard engineering Cardmaking Birthday card Christmas card E-card Postcard Valentine's Day Card (disambiguation) ^ a b c "About Greeting Cards - General Facts". Greeting Card Association. Archived from the original on 24 December 2013. Retrieved 22 December 2013. ^ "Handmade Greeting Card Ideas". gocrafta.com. Retrieved 2020-08-24. ^ "5 Creative Holiday Cards that Won't End up in the Landfill". ^ United States Patent & Trademark Office. Botski Registered Trademark Archived 2022-12-06 at the Wayback Machine. Retrieved 3/2/21. ^ Tucker, Charlotte (2019-12-10). "UK startup 2050.cards launches first mobile-to-mobile Whatsapp sustainable Christmas card, with British Heart Foundation". ^ "US Patent Application for ARTICLE WITH REMOVABLE THREE-DIMENSIONAL OBJECT Patent Application (Application #20180102071 issued April 12, 2018) - Justia Patents Search". patents.justia.com. Retrieved 2019-01-09. ^ O'Brien, Kelly J. (January 2018). "'Shark Tank' success story Lovepop raises $12.5M from Highland Capital". ^ "Wombi Rose and John Wise". Stationery Trends Magazine. 29 July 2019. Retrieved 2021-01-11. ^ The encyclopedia of ephemera, Routledge, 2000, pp. 166, 271, ISBN 978-0-415-92648-5 ^ "The stay ill card", British Medical Journal, 315: 1125, 1997, doi:10.1136/bmj.315.7116.0h, S2CID 71174001 ^ Ernest Dudley Chase (1956), "Sunshine for the Shut-In and Get-Well cards for the Ill", The romance of greeting cards, pp. 148–152 ^ Romano, Gail. "A khaki valentine". Auckland Museum. Retrieved 7 June 2021. ^ a b "The History of Greeting Cards". Souvenirs, Gifts, & Novelties. 50 (7): 254–255. October 2011. ^ Michele Karl (January 2003). Greetings With Love: The Book of Valentines. Pelican Publishing. p. 19. ISBN 978-1-56554-993-7. ^ "Greeting Cards - History, Origins & Uses". LEMON LOCO. Retrieved 2020-11-07. ^ "The British Postal Museum & Archive — Rowland Hill's Postal Reforms". Archived from the original on 2014-12-24. Retrieved 2010-09-11. ^ "MMU Special Collections - Victorian Ephemera". Manchester Metropolitan University. Archived from the original on November 9, 2013. Retrieved November 8, 2013. ^ "Greeting cards take Belmont company on a successful ride". 25 November 2005. ^ Sean Coughlan (12 October 2006). "Card sharps". BBC News. Retrieved 2006-10-14. ^ "About the GCA". 17 November 2015. ^ "Greeting Card Association -". ^ a b United States Postal Service (September 2014). "Stamped Cards and Postcards" (PDF). United States Postal Service. Archived (PDF) from the original on 2019-08-26. Retrieved 2020-03-31. ^ a b "Postcard History | Smithsonian Institution Archives". 2018-11-23. Archived from the original on 2018-11-23. Retrieved 2020-04-01. Retrieved from " We offer six standard sizes of greetings cards. Each can be personalised with your artwork on the front, together with printing the title and your other details on the backs of the cards. The minimum order per design is 25 cards. All cards are supplied with premium recycled white or fleck kraft envelopes, together with high-clarity quality cello bags. Our card printing is designed with artists in mind. For card printing you can choose either a high-white, off-white matte paper or a high-white satin finish. Our most popular is the high-white matte which offers a very attractive stock that is very slightly textured and most suitable for artwork reproduction. On the Wings of a Storm by Simon W Atack All prices exclude delivery and VAT where applicable. E&OA Cards are supplied with a envelopes and cello-bags Our pricing for cards is based on the overall quantity printed for each order for each size. Quantity discounts based on the 25x rate range from 20% – 65% off. Customers can include multiple designs of the same size card to achieve a better unit cost. Please note however that the minimum order per design is 25 cards. For larger quantities, please contact us for a quote. Quantity:Net unit: 25x95 p 50x81 p 100x67 p 250x52 p 500x38 p 1000x33 p Quantity:Net unit: 25x70 p 50x60 p 100x49 p 250x39 p 500x28 p 1000x25 p Quantity:Net unit: 25x75 p 50x64 p 100x53 p 250x41 p 500x30 p 1000x26 p Quantity:Net unit: 25x95 p 50x81 p 100x67 p 250x52 p 500x38 p 1000x33 p Quantity:Net unit: 25x85 p 50x72 p 100x60 p 250x47 p 500x34 p 1000x30 p For larger orders or for help with pricing, please contact us for a quote. Unit 1B, Briar Close, Bramble Lane, Wye, Kent, TN25 5HB, England © 2018 - 2024 Art4site LtdRegistered in England & Wales No. 06781031Registered Office:5th Floor, Ashford Commercial Quarter, Ashford, Kent, TN23 1FB How can financial brands set themselves apart through visual storytelling? Our experts explain how.Learn MoreThe Motorsport Images Collections captures events from 1895 to today's most recent coverage.Discover The CollectionCurated, compelling, and worth your time. Explore our latest gallery of Editors' Picks.Browse Editors' FavoritesHow can financial brands set themselves apart through visual storytelling? Our experts explain how.Learn MoreThe Motorsport Images Collections captures events from 1895 to today's most recent coverage.Discover The CollectionCurated, compelling, and worth your time. Explore our latest gallery of Editors' Picks.Browse Editors' FavoritesHow can financial brands set themselves apart through visual storytelling? Our experts explain how.Learn MoreThe Motorsport Images Collections captures events from 1895 to today's most recent coverage.Discover The CollectionCurated, compelling, and worth your time. Explore our latest gallery of Editors' Picks.Browse Editors' Favorites You can check out our more detailed guides to getting the best from the card design tool. It covers uploading your image file, adding an alternative thumbnail image or logo and what the image safe area is. Did you know you can choose from a range of fonts, font styles, colours and sizes. Plus keyboard shortcuts for adding a copyright symbol. Want to save your design for recalling later? We have that covered with creating a base template and how to load a previously saved design. MORE - Tutorials Card Designer Many artists make extra income from notecards of their paintings, selling the notecards out of their studios, through their websites, at craft fairs, or through local stores or art centers. An original piece of art can cost hundreds if not thousands of dollars, costing more than many people can afford. It may also be physically larger than many people can accommodate in their homes. If you are an artist who produces larger, more expensive artwork you can earn income from your artwork in between sales of those larger pieces by selling smaller pieces at a lower price point and by making prints and notecards of your work. People who might not have heard of you yet and might not be ready to spring for an expensive original painting would be happy to buy notecards they like. The notecards will remind them of who you are and where they can find you when the time is right for them to purchase one of your larger works. The more your work is seen, the better it is for you. And cards have a far-reaching effect, literally, as the customer who buys them then sends them off to friends in other parts of the country and world. These people then receive your card, like it, and look your website up on the internet. Get that website up and running! Whether it is notecards, giclee prints, or business cards with your image on it, having a multimedia representation of your work is beneficial and important. Someone may already know your work and absolutely love it, but just can't afford an original piece of art. Notecards enable them to have a legitimate image of your work without the cost. They can even buy their own frame for the card if they want to keep it as an individual piece of artwork. People will enjoy having a boxed set of images of several of your paintings. And, it helps you save money as well. Without a lot of extra effort and expense beyond the initial printing, you can sell your cards through different venues and be earning money from sales while you're working on another piece of original art! Use them as thank-you notes to customers, as an extra gift to clients who commission a painting, as announcements for Open Studios or special events, as gifts to family and friends, or as affordable items for sale at gallery or art show openings. You can hang on to the original painting until the right buyer comes along and can pay full value for it. And as the creator of the original artwork you still have all the copyrights, so you can create as many cards and prints from a popular painting as you would like. Choose several of your best paintings and scan them for the best color control or take good quality photographs of them. You want to take the highest resolution possible, which is 300 ppi (pixels per inch) for image clarity. Follow the specifications of the Print on Demand company you're using for sizing and uploading your images. You also might choose to use a close-up of an image on the notecard. Just be sure to convey that the image is a "detail" from the original painting when you include the information about the image. It is good to put information about the image - title, medium, and size - your name and copyright symbol, your website address, and any brief statement about your art on the back of the notecard. That way, when someone far away is admiring the image, they can turn over the card and easily find out how to get in touch with you! If you want to have more control over your images and sign each one personally, you can print them at home if you have a printer that can print good color photographs. Choose your best images and color-correct them using photoshop or other photo software. Some artists use Microsoft Publisher to print their image directly onto their card. Others print out their images separately and adhere them to the card. If printing your images out separately, print them out a little smaller than your card size. You can order blank note cards or greeting cards that come with envelopes such as Avery Textured Heavyweight Note Card and Envelopes, which are like watercolor paper. You can print your image separately on any stock photo paper - glossy, satin, or matte, depending on your preference, and adhere it to the note card with a glue stick, spray glue, rubber cement, or scrapbooking tape. Some artists have their images printed successfully at Walgreens or another store relatively inexpensively. Sign your card, make sure the name of your artwork and your contact information is on it, package it in a clear bag and you are done. You might want to have a stamp made with your contact information so you don't have to write it all by hand on the back of each card if you are producing many cards. Or you might want to include your business card in the bag with your notecard. At an art show you may find people reluctant to spend a lot of money on your original artwork, but they will happily buy a good quality postcard of your work. It will serve to always remind them of your work. Many artists make extra income from notecards of their paintings, selling the notecards out of their studios, through their websites, at craft fairs, or through local stores or art centers. An original piece of art can cost hundreds if not thousands of dollars, costing more than many people can afford. It may also be physically larger than many people can accommodate in their homes. If you are an artist who produces larger, more expensive artwork you can earn income from your artwork in between sales of those larger pieces by selling smaller pieces at a lower price point and by making prints and notecards of your work. People who might not have heard of you yet and might not be ready to spring for an expensive original painting would be happy to buy notecards they like. The notecards will remind them of who you are and where they can find you when the time is right for them to purchase one of your larger works. The more your work is seen, the better it is for you. And cards have a far-reaching effect, literally, as the customer who buys them then sends them off to friends in other parts of the country and world. These people then receive your card, like it, and look your website up on the internet. Get that website up and running! Whether it is notecards, giclee prints, or business cards with your image on it, having a multimedia representation of your work is beneficial and important. Someone may already know your work and absolutely love it, but just can't afford an original piece of art. Notecards enable them to have a legitimate image of your work without the cost. They can even buy their own frame for the card if they want to keep it as an individual piece of artwork. People will enjoy having a boxed set of images of several of your paintings. And, it helps you save money as well. Without a lot of extra effort and expense beyond the initial printing, you can sell your cards through different venues and be earning money from sales while you're working on another piece of original art! Use them as thank-you notes to customers, as an extra gift to clients who commission a painting, as announcements for Open Studios or special events, as gifts to family and friends, or as affordable items for sale at gallery or art show openings. You can hang on to the original painting until the right buyer comes along and can pay full value for it. And as the creator of the original artwork you still have all the copyrights, so you can create as many cards and prints from a popular painting as you would like. Choose several of your best paintings and scan them for the best color control or take good quality photographs of them. You want to take the highest resolution possible, which is 300 ppi (pixels per inch) for image clarity. Follow the specifications of the Print on Demand company you're using for sizing and uploading your images. You also might choose to use a close-up of an image on the notecard. Just be sure to convey that the image is a "detail" from the original painting when you include the information about the image. It is good to put information about the image - title, medium, and size - your name and copyright symbol, your website address, and any brief statement about your art on the back of the notecard. That way, when someone far away is admiring the image, they can turn over the card and easily find out how to get in touch with you! If you want to have more control over your images and sign each one personally, you can print them at home if you have a printer that can print good color photographs. Choose your best images and color-correct them using photoshop or other photo software. Some artists use Microsoft Publisher to print their image directly onto their card. Others print out their images separately and adhere them to the card. If printing your images out separately, print them out a little smaller than your card size. You can order blank note cards or greeting cards that come with envelopes such as Avery Textured Heavyweight Note Card and Envelopes, which are like watercolor paper. You can print your image separately on any stock photo paper - glossy, satin, or matte, depending on your preference, and adhere it to the note card with a glue stick, spray glue, rubber cement, or scrapbooking tape. Some artists have their images printed successfully at Walgreens or another store relatively inexpensively. Sign your card, make sure the name of your artwork and your contact information is on it, package it in a clear bag and you are done. You might want to have a stamp made with your contact information so you don't have to write it all by hand on the back of each card if you are producing many cards. Or you might want to include your business card in the bag with your notecard. Creating small duplicates of your artwork and putting them on greeting cards can be utilised as a small gesture of appreciation. In order to stand out from the competition, your work needs to have something unique and captivating that people can't get enough of. Making smaller versions of your artwork, like greeting cards, makes it easier for people to share with others and acts as a fantastic miniature canvas for the artwork you created to be shared with the world. Benefits of Handwritten Notes in the Era of Modern Technology Since e-cards are now becoming increasingly common, handwritten greeting cards have more sentimentality than they ever before, and looking at the types of cards you want to make is a great place to start. Birthdays and anniversaries are only two of the numerous special occasions that are commemorated. Knowing your area of expertise is essential as this is where you will thrive, and one of the first stages in creating the perfect greeting card is to put a brush to paper, letting your creative side run wild. Making greeting cards from your artwork is a wonderful way to get your name out there alongside the pieces you create and remember that it's essential to consider your intended audience and the people to whom you're attempting to attract when designing your greeting cards. Creating Captivating Cards When creating the perfect greeting card, there are many key factors to take into consideration. To make an enticing greeting card that people want to buy, you need to decide on the right size for your greeting cards. Most people generally base the sizes of their greeting cards on popular envelope sizes - not only does this make them easier to package and sell, but they'll also fit standard card rack sizes, making them easier to showcase in stores or at craft stalls. Using your own existing, original pieces of art would be fantastic as they are uniquely you, and once you've created your ideal designs, you want to make sure that the colour is on point. You may find it necessary to perform a few quick digital touch-ups, such as changing the image's contrast and brightness. With many editing programs, including Photoshop, this is easy to achieve. Customisation and Personalisation Having an extensive collection of greeting cards will help you sell your cards to more people since you have numerous options available, such as different occasion greeting cards. The artwork on the greeting card could remain the same, but by making simple modifications to the wording and making them available for other occasions, you are able to market your greeting cards to attract more customers. Bringing Your Cards to Life Printing quality is important. While in the production process, it's important to take care of the quality of your greeting cards by using high-quality printers to produce a greeting card that can be exceptionally marketed. Try to double-check throughout the creative process and take the time to produce prototypes, giving you a better sense of what you could improve. Fortunately for beginners, it is becoming increasingly common for printers to provide design interfaces that can walk you through the process using their integrated design tools that let you add background colours, text, and resize photos. While this may not be the case at Aura Print, we are proud to offer an amazingly handy template for greeting cards, complete with safe zones to ensure your greeting cards are print-perfect. Choosing the Right Finish This is a great opportunity for you to decide if you want to add additional elements, like lamination or foil accents to your design's finish. A foil finish, for example, will have a striking impression and attract the customer's attention. By including special elements in your work, such as foil, you can help your design stand out and ultimately benefit by selling an amazing card with a higher markup. What's not to love? Another important factor to consider is the type of paper you want to print your greeting cards on, with numerous options available including ever-popular silk paper, high-quality art stocks, textured paper for a luxurious feel, and kraft paper which is eco-friendly. Sharing Your Art With the World Now that you've created the perfect greeting card, consider where you'd like to market your merchandise to the rest of the world! Greeting cards can be sold in a variety of locations, including craft and art fairs, online platforms such as Etsy and even independent high street stores. As a talented artist, It's an excellent move to start an online business where you can sell your handcrafted cards. Made from your existing artwork, you're guaranteed to stand out from the crowd by bringing something truly unique to the table. When you're finished, your card will be a work of art. The receiver may even decide to frame and display your artwork, so make sure you sign it! Many artists make extra income from notecards of their paintings, selling the notecards out of their studios, through their websites, at craft fairs, or through local stores or art centers. An original piece of art can cost hundreds if not thousands of dollars, costing more than many people can afford. It may also be physically larger than many people can accommodate in their homes. If you are an artist who produces larger, more expensive artwork you can earn income from your artwork in between sales of those larger pieces by selling smaller pieces at a lower price point and by making prints and notecards of your work. People who might not have heard of you yet and might not be ready to spring for an expensive original painting would be happy to buy notecards they like. The notecards will remind them of who you are and where they can find you when the time is right for them to purchase one of your larger works. The more your work is seen, the better it is for you. And cards have a far-reaching effect, literally, as the customer who buys them then sends them off to friends in other parts of the country and world. These people then receive your card, like it, and look your website up on the internet. Get that website up and running! Whether it is notecards, giclee prints, or business cards with your image on it, having a multimedia representation of your work is beneficial and important. Someone may already know your work and absolutely love it, but just can't afford an original piece of art. Notecards enable them to have a legitimate image of your work without the cost. They can even buy their own frame for the card if they want to keep it as an individual piece of artwork. People will enjoy having a boxed set of images of several of your paintings. And, it helps you save money as well. Without a lot of extra effort and expense beyond the initial printing, you can sell your cards through different venues and be earning money from sales while you're working on another piece of original art! Use them as thank-you notes to customers, as an extra gift to clients who commission a painting, as announcements for Open Studios or special events, as gifts to family and friends, or as affordable items for sale at gallery or art show openings. You can hang on to the original painting until the right buyer comes along and can pay full value for it. And as the creator of the original artwork you still have all the copyrights, so you can create as many cards and prints from a popular painting as you would like. Choose several of your best paintings and scan them for the best color control or take good quality photographs of them. You want to take the highest resolution possible, which is 300 ppi (pixels per inch) for image clarity. Follow the specifications of the Print on Demand company you're using for sizing and uploading your images. You also might choose to use a close-up of an image on the notecard. Just be sure to convey that the image is a "detail" from the original painting when you include the information about the image. It is good to put information about the image - title, medium, and size - your name and copyright symbol, your website address, and any brief statement about your art on the back of the notecard. That way, when someone far away is admiring the image, they can turn over the card and easily find out how to get in touch with you! If you want to have more control over your images and sign each one personally, you can print them at home if you have a printer that can print good color photographs. Choose your best images and color-correct them using photoshop or other photo software. Some artists use Microsoft Publisher to print their image directly onto their card. Others print out their images separately and adhere them to the card. If printing your images out separately, print them out a little smaller than your card size. You can order blank note cards or greeting cards that come with envelopes such as Avery Textured Heavyweight Note Card and Envelopes, which are like watercolor paper. You can print your image separately on any stock photo paper - glossy, satin, or matte, depending on your preference, and adhere it to the note card with a glue stick, spray glue, rubber cement, or scrapbooking tape. Some artists have their images printed successfully at Walgreens or another store relatively inexpensively. Sign your card, make sure the name of your artwork and your contact information is on it, package it in a clear bag and you are done. You might want to have a stamp made with your contact information so you don't have to write it all by hand on the back of each card if you are producing many cards. Or you might want to include your business card in the bag with your notecard. If you're looking to print greeting cards from your artwork, you're biggest obstacle will be how to digitise your artwork accurately. Turning your artwork into an image without losing those colours and keeping a high resolution to show detail, is important to keep the quality of your artwork. Artwork Professionally Digitised for Greeting Cards No matter how high the quality of printing, or which kind of printing press your greeting cards are printed on, a poorly converted piece of art will most probably end with disappointment. Sometimes a scan on a desktop scanner will not give an honest representation of your work. Johnsons can help digitise your artwork to preserve your colours and ensure the quality of your artwork is reproduced in print, to the highest possible quality. We'll work with you throughout the process. Ensuring reflection and glare are minimised on acrylic or oil based artwork, and using our experience to give the truest representation of your work onto the card. Ensuring Highest Quality Fine Art Printing We'll also make sure your greeting cards are printed with the highest quality printing presses. We can supply PDF proofing or please ask about hard copy proofing, which will allow you to see the quality of your converted artwork before it enters production. Paper selection will also add quality to your greeting card and you may want to reintroduce texture to your artwork this way. You can discuss the best paper stocks for your cards with Simon Rosson. His experience will point you towards the quality you are looking to achieve. We will also add your details on the back of the card to maximise your re-sale and we can offer cello wrapping with envelopes to present your cards ready to go. Give Simon a call on 01270 625207 or email him at simon@jprint.co.uk You may also be interested in: Special Finishes for your greeting cards – foil blocking Using white ink when printing greeting cards Greeting card printing for Artists