

# Create and Design a Greeting Card



## OBJECTIVE:

To create a personal greeting card



## PROJECT OVERVIEW:

Anyone can go into a pharmacy or gift shop to purchase a ready-made greeting card, but creating one from scratch adds a personal dimension that is likely to be more appreciated by the recipient. There are greeting cards for all sorts of occasions including holidays, birthdays, anniversaries, and graduations. In this project, you will use your desktop publishing software to create a personalized greeting card.



## GET TO KNOW WHAT YOU'RE DESIGNING:

Greeting cards are a thoughtful way of extending best wishes to the person receiving the card and can come in a variety of sizes and formats. Greeting cards are usually produced on folded paper featuring an enticing opening message on the cover panel that compels the reader to open and read the card's interior panel. And, since the intent is to acknowledge the recipient, cards are often decorated with all sorts of design elements, from glued-on glitter and ribbons to sound effects and parchment paper. The object is to produce a tasteful and appropriate card for the occasion.



## STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Try to create a message on the outside of your greeting card that invokes curiosity, compelling the recipient to open and read the inside of the card.
2. Experiment with using a variety of elements to make your greeting card a one-of-a-kind creative showpiece.
3. To create a consistent look and appearance, use graphic images that coordinate well with each other and complement the font style used in your card.
4. Use no more than two fonts in your greeting card.
5. Carefully read through all parts included in this project. Before beginning any work on your computer, use a blank sheet of paper to sketch the layout and design of the document you will be creating.

## Project #16: Create and Design a Greeting Card *(continued)*



### INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.
2. Save the file as "**Greeting Card**" to the "Publish It!" folder.
3. Set up your document using the "Page Setup Instructions" provided on the next page.
4. Complete the "Content and Design Steps to Follow" provided below.
5. Proofread your work carefully for accuracy, design, and format.
6. Resave the file.
7. Print a copy of the document. Refer to the "Suggested Printing and Finishing Instructions" provided below.



### CONTENT AND DESIGN STEPS TO FOLLOW:

1. Determine who will be receiving the greeting card and for what occasion. Some occasions to consider include birthdays, weddings, graduation, friendships, or "just because."
2. Include the following on the **front cover panel** of your greeting card:
  - A message that establishes the theme and/or purpose of your card  
Example: "Happy Birthday"
  - An appropriate graphic image that helps illustrate the message
  - An ornamental border that complements the theme of your card (optional)
3. Include the following on the **interior panel** of your greeting card:
  - A greeting card message that correlates with the outside cover panel
  - An appropriate graphic image that helps illustrate the message
  - An ornamental border that complements the theme of your card (optional)

**Note:** Prior to printing, the contents of the interior panel must be rotated 180 degrees (turned upside down).
4. Add additional text and/or graphic elements to help enhance the look and design of the document.
5. Format the size, style, and placement of the text and other elements on the document so that it projects a professional design.
6. Go to Step 5 in the "Instructions" provided above.



### SUGGESTED PRINTING AND FINISHING INSTRUCTIONS:

1. Print the greeting card on colored or cardstock paper.
2. After printing, fold the paper in half vertically and horizontally making sure that the front cover panel of the card is facing outward.

## Project #16: Create and Design a Greeting Card (continued)



### PAGE SETUP INSTRUCTIONS:

- # of pages:** 1
- Dimensions:** 8.5 x 11 inches
- Margins:** .25 inches on all sides
- Orientation:** Portrait
- Other:**
1. Place vertical guides at 4, 4.25, and 4.5 inches.
  2. Place horizontal guides at 5.25, 5.5, and 5.75 inches.
  3. Place the contents of the front cover panel of your greeting card in the lower right quadrant. Place the contents of the interior panel in the upper left quadrant. **Note:** Before printing, the contents of this panel must be rotated 180 degrees (turned upside down).

