

## Sending the Very Best of YOU (Create Your Own Greeting Cards)



## Before We Begin

- Feel free to interrupt and ask questions
- All the websites listed in this presentation are available at <https://www.garycahn.com/classes/greetingcards>
- Link to everything about our course <https://bit.ly/2EXzohI>

## What You'll Need

- Greeting Card software
- Cards and envelopes
- Computer and color printer

## Greeting Card Software

- We're using an older version of Hallmark Card Studio. My version and 2020 are nearly identical except for number of cards. Your handout is based on the 2020 version.
- Available in 3 versions, 2 for Windows and 1 for Mac. The 2 Windows versions are identical except for number of cards
  - 2020 Card Studio has 11,800 cards \$30
  - 2020 Card Studio Deluxe with 19,300 cards \$50Both of these are available at <http://www.hallmarksoftware.com/>
- 2020 Card Studio for Mac with 12,700 cards \$40
- Amazon also has these versions available including older versions. Go to [www.amazon.com](http://www.amazon.com) and search on hallmark card studio
- 2011-2020 Windows versions are nearly identical.
- Microcenter, Staples and Office Depot carry these products sometimes



## Supplies

- Need cards and envelopes. You can buy special packs that contain both of these in a single package. They are available at Office Depot for about 90 cents/card  
Item number
  - Item Number 391160 20 cards/envelopes \$18
- I buy individual packages of paper and envelopes, which are much less expensive. 21 cents for both the 110 lb card + white envelope at Office Depot:
  - Envelopes Item number 272337 (Greeting Card & Invitation Envelopes, "5 3/4 x 8 3/4", White, Box Of 100) \$14
  - Colored Envelopes Item number 491545 (5 3/4 X 8 3/4 envelopes 5 colors ) Box of 50 \$13
  - Cards Item number 639227 (110 lb Card Stock, 8 1/2" x 11", White, Pack Of 250 Sheets ) \$17.59
  - Cards Item number 1299178 100 sheets (65 lb Card stock 8 1/2 X 11) \$16
  - Cards Item number 458621 250 sheets (65 lb Card stock 8 1/2 X 11) \$18

## Mac Edition

- You can also buy Hallmark Card Studio for Mac computers
- Similar, but not identical and not as powerful (fewer features) as Windows version

## Opening Screen

- Special Day = anniversary, babies, wedding, graduation, confirmation, bar mitzvah, retirement, etc.
- Day by Day = get well, sympathy, thank you, congratulations, miss you, just because, etc.
- Other projects = calendars, invitations, certificates, etc.

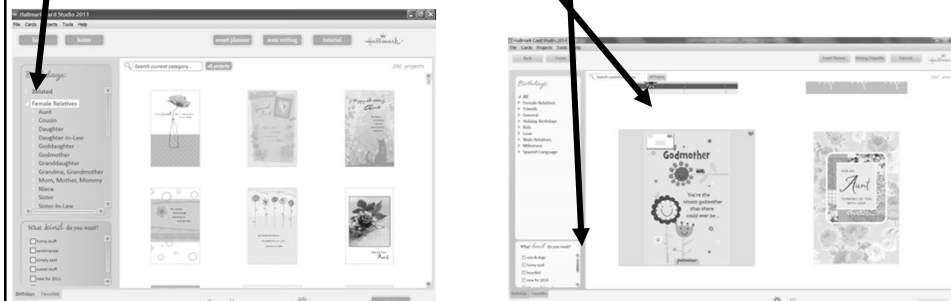


## Expanding and Closing a Category

1 Clicking on a category will expand the category to show you subcategories. Clicking on the category a 2<sup>nd</sup> time will close the category

2 Clicking on the down or up arrows will show you additional categories that may be hidden

3 An envelope in the upper left corner indicates the card comes with a matching envelope e.g. godmother



## Limiting the Type of Card You See

1 There are 4-7 types of cards available in every category.

Checking some or all of the boxes will limit the type of card that you see

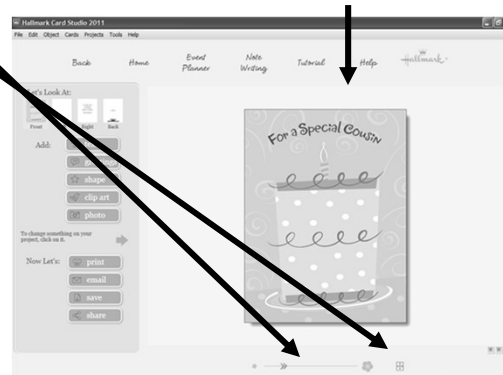
2 The total number of cards in the category is shown here



3 To see the rest of the cards, click on the “Down arrow” button

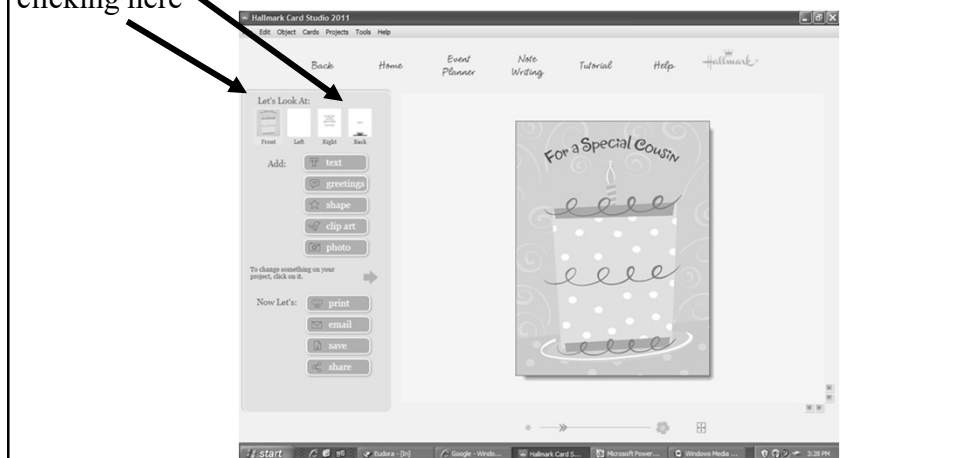
## Viewing a Card

- Double click a card to open it
- Use the slider to shrink/enlarge the card
- Click the box to see the type of card (2 sized, quarter fold, etc.)



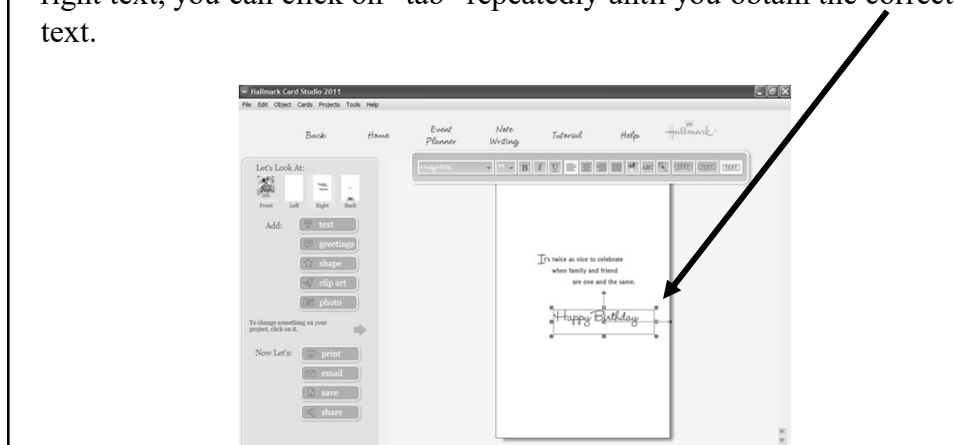
# Viewing the 4 sides of your card

1 Your card will always have 4 sides. You can view each side by clicking here



# Changing Text

In order to change text, you must first select it. To do so, position the cursor on top of the text and click. If you have trouble selecting the right text, you can click on "tab" repeatedly until you obtain the correct text.



## Changing your Text

they  
remember  
very, very  
slowly.

Hope

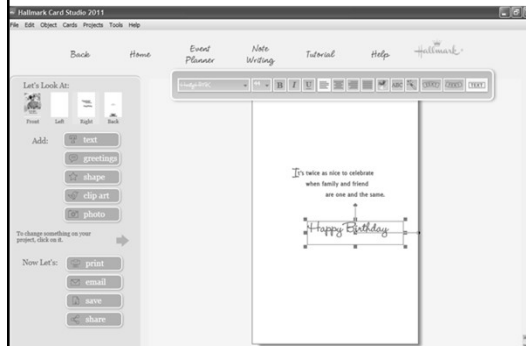
1 To add new text to an existing sentence, doubleclick the text. If you see a red “T” your text doesn’t fit. To solve this problem, do one of 3 things:

2 Enlarge the box by dragging the handles or

3 Reduce the font size or

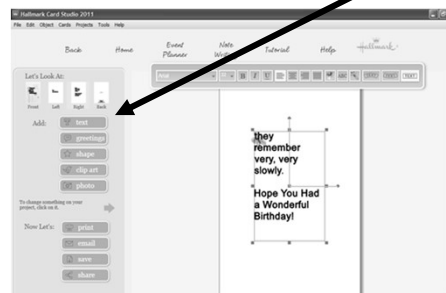
4 Edit the text so it is shorter

5 Choose “OK” when done



## Adding New Text

- To add brand new text to a part of the card where there is no text, click on “Add Text.” Type your new text, and then click “OK.”
- You can position your text by clicking on the box and dragging the corners of the box, or clicking in the center and dragging
- Your text will not match existing text. See next slide



## Make your New Text Match Existing Text

- 1 Click on some text you wish to match, so it is highlighted
- 2 From the menu choose “Edit, Duplicate”
- 3 Click on your new text and drag it to a new location
- 4 Double click the new text and then change the new text as necessary
- 5 Alternatively, you can look at the font, size, and color of the old text and try to make the new text the same. However, this technique doesn’t always work

## Correcting Errors

- If you make a mistake, choose “edit” from the menu and then “Undo”
- You can click on Undo as many times as necessary
- Click Edit, Redo to undo your undo



## Embellishing Your Text

You can make your text more attractive by changing its color, size, or font. To make any of these changes, first select your text

You can underline, bold or italicize it.

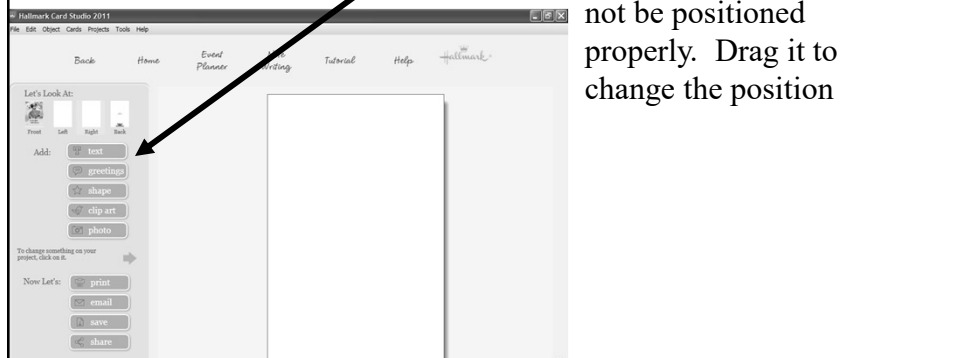
You can make it left, right, or center justified



## Changing to a Different Greeting

1 Erase your existing greeting first by selecting it, and clicking the "Del" key. Do this on all 4 sides of your card. You can switch to a different greeting by clicking on "Greeting" and choosing one you like.

2 Your new greeting may not be positioned properly. Drag it to change the position



## Changing to a Different Piece of Artwork

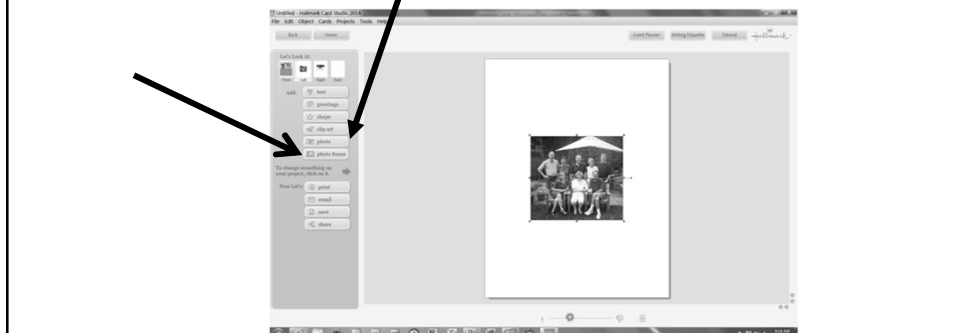
You can replace existing artwork, or add new artwork by clicking on “Clipart.” You can browse through the artwork using the categories, or enter a search term like “baseball” to look for that type of artwork



## Adding Your Digital Photos

If you take pictures with a digital camera, you can add one of these photos to your card. Click “photo” and navigate to the photo you wish to add. Highlight your photo and click “open.”

You can also add a photo frame



## Saving Your Card

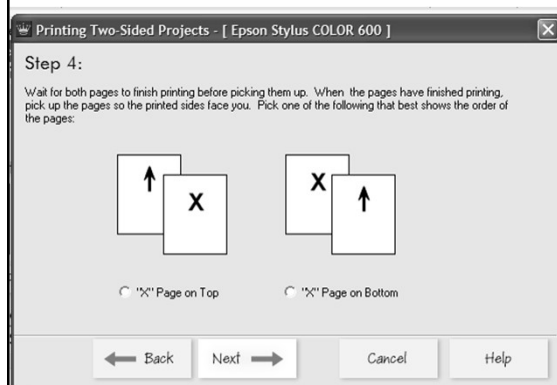
- Once you've designed a card, you might want to reuse it for someone else, by just changing the person's name on the card
- To save your cards, go to the menu and Choose: File and then choose Save
- You can recall your saved cards by clicking on Saved Projects



## Configuring Your Printer

1 The first time you try to print you will have to configure your printer.

2 You will be asked some questions about your printer and then asked to print some pages. Answer the questions that follow

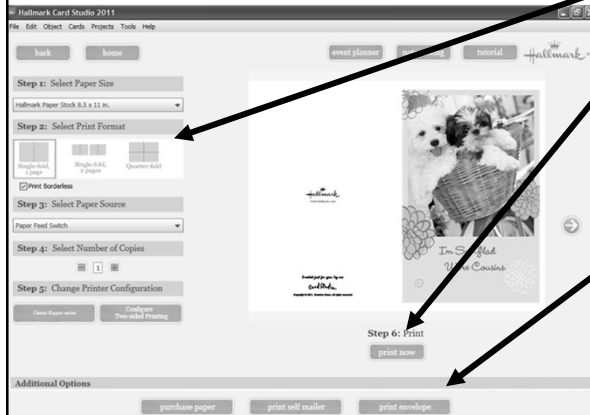


# Printing Your Card

1 When you are ready to print your card, choose “Print” in the lower left corner of the screen.

2 Change the print format if necessary. Choose “print now.”

3. You can also print envelopes. You’ll need to configure your envelopes one time, just like you configured your cards



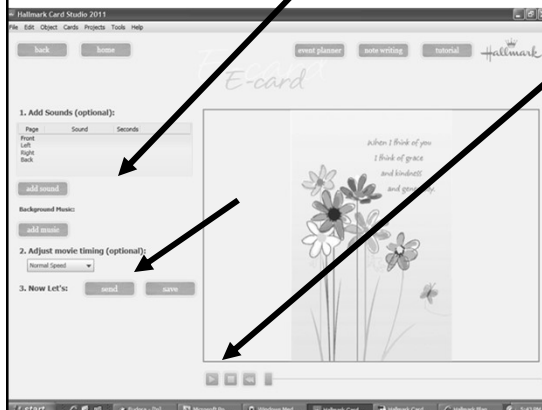
# Emailing Your Card

1 To email the card to your friend, choose “Email” in the lower left corner.

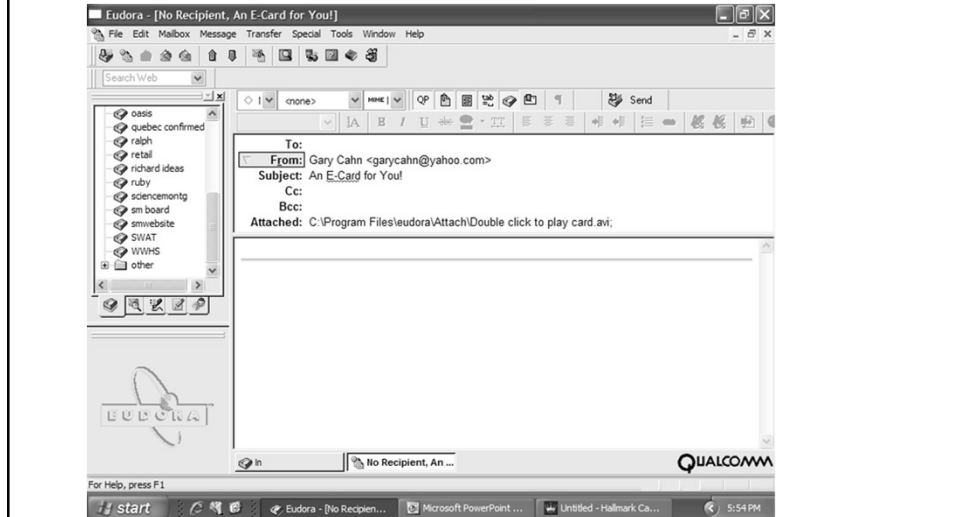
2. You can add a sound or music, but not both

3 Play your card before sending it, and if you are happy, click “Send.” Your email program should popup. See next slide

4 If your computer can’t send the card, see slide after next



## Sending Your Card Via Email



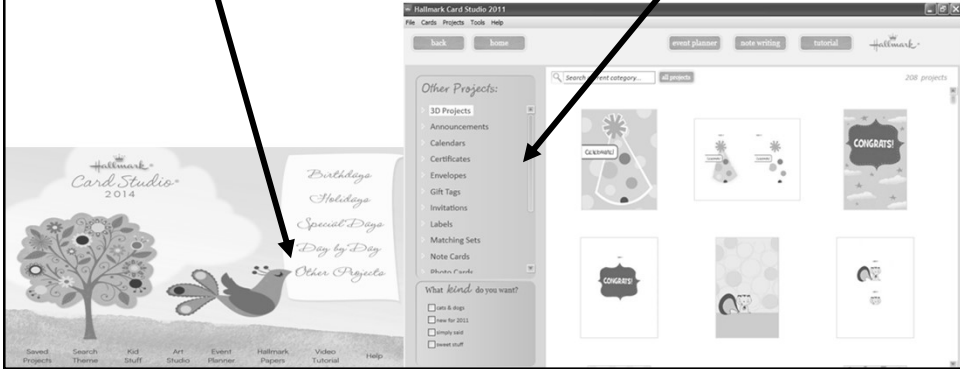
## Sending Your Card via Email

- There is a good chance Hallmark can't send your card via email
- In that case, Choose: Windows video Avi
- Choose Save, and name your file
- Open your email program, and attach the file you just saved
- When your recipient plays the attachment, he/she will see the card play and hear any music you included.
- See page 150 of the manual for more information about emailing cards

# Other Projects

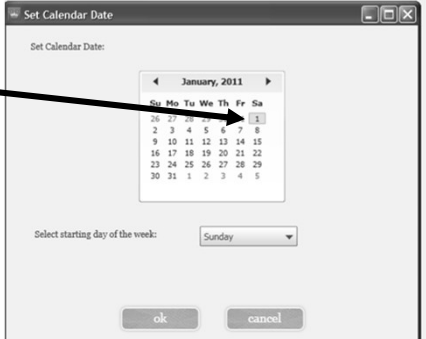
Choose "Other Projects"

Select your project



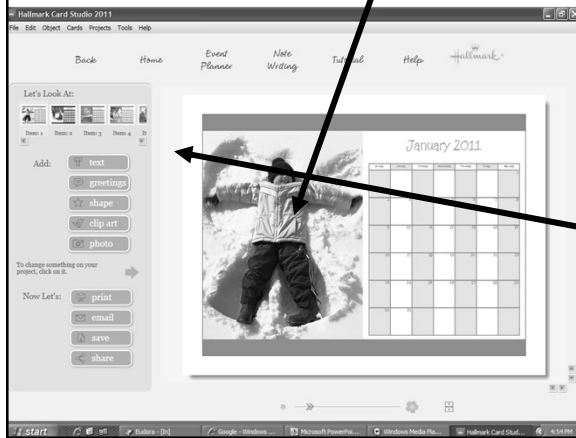
# Creating Calendars

- When creating a calendar, the first question you are asked is, "What date do you want to start with."
- Navigate to the correct month, e.g. January 2017. Now click on January 1, so it is highlighted. If you do not highlight a date, your calendar will not start correctly
- Click OK when done



# Creating a 12 Month Calendar

1 Adding photos is the point of creating a calendar. To do so, click in the photo box



2 Click on “Photo” and then navigate to the desired photo. Highlight your photo, and click “OK.” Repeat for February – December  
3. Click “Print”

# Creating Birthday Reminders

1 Click on Event Planner



2 Reminders are shown here on your calendar

Double Click the birthday (anniversary etc.)

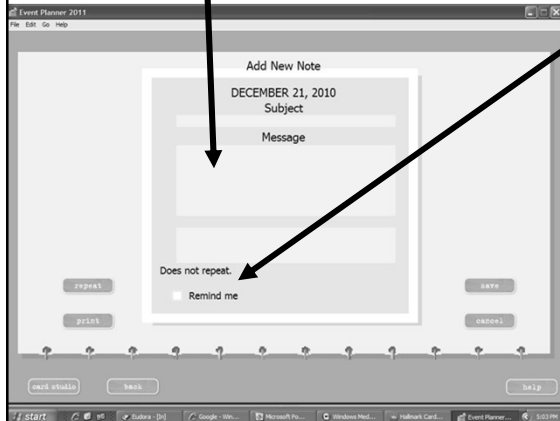


# Creating Reminders

1 Type in a subject and a message.

2 Click in the “Remind me” box. Select when you want your reminders to begin, e.g. 7 days before the event. Click Save

3 When you turn on your computer in the morning, you will receive a reminder on the appropriate day



# Eliminating Unnecessary Reminders

If you don't wish to see certain holidays on the calendar, you can delete these by clicking on “Options” and then unchecking specific holidays or all of them. Choose “OK” when done





## Miscellaneous

“Saved Projects” allows you to retrieve cards that you have previously saved. “Search theme” lets you look for a certain type of card that might be appropriate for a person with a special interest such as baseball.



“Art studio” gives you a blank template to start with.

“Kid stuff” is to tailor your software for children to use it.

## Help

- Choose “Help” from the menu at the top of the screen and
  - Choose “Hallmark Card Studio manual” for a 200 page manual that is very helpful
  - Or choose: Tutorial for both a written tutorial or a 9 minute video tutorial

Have Fun Making Your Greeting Cards