

Instructions & Strategy Guide for FlipPix Design

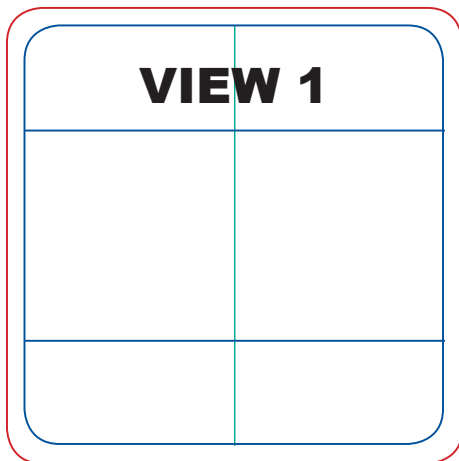
There are endless possibilities for designing a FlipPix. This guide will show you some of the common approaches and an example. **Remember, these are just suggestions and you can design your FlipPix to look however you'd like within its given form.**

A FlipPix consists of four different views. It is best to layout the views as you want someone to see them while flipping through the FlipPix.

Use the InDesign Design Template to create your artwork. This provides you with a template of how each page needs to be arranged.

The **blue** line is the die cut. Around the die cut there is an addition .125in (1/8in) of space for the bleed. **It is important that you have bleed on all of the pages.**

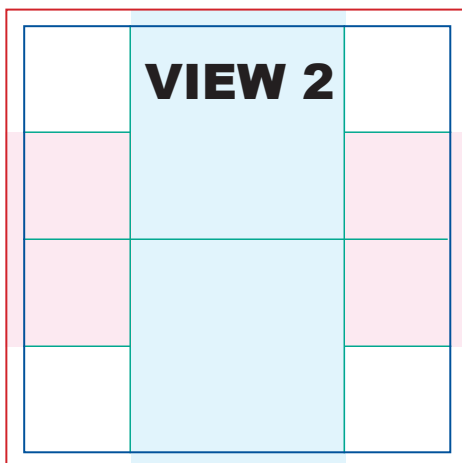
The **green** lines are score lines. You should be mindful of these, because this is where the FlipPix pages will bend. Also, across die cuts and score lines you should avoid heavy screening because some printers may have issues printing in these areas. We advise you to be cautious when printing across these areas.



Design - View 1

Start your FlipPix design with the First View.

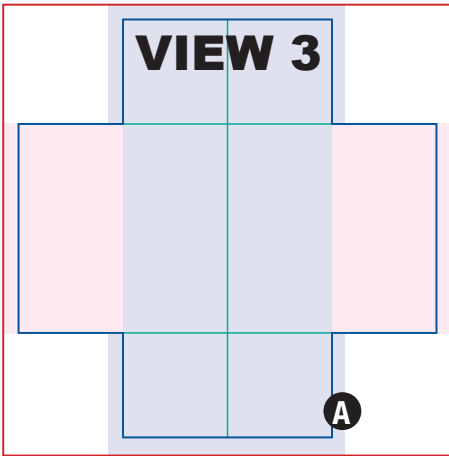
This view will appear on the front of your postcard design. It should match the overall design of the postcard but should also be able to stand alone, once the FlipPix is removed from the postcard.



Design - View 2

In this view you have options for how you want to layout your design. It is common to have a continuous image throughout the blue area. This is also where most people put their text.

The most important concern when designing this view is that the center left and right panels, shown in pink, will also appear on View 3. You need to be aware of this as you layout your design.



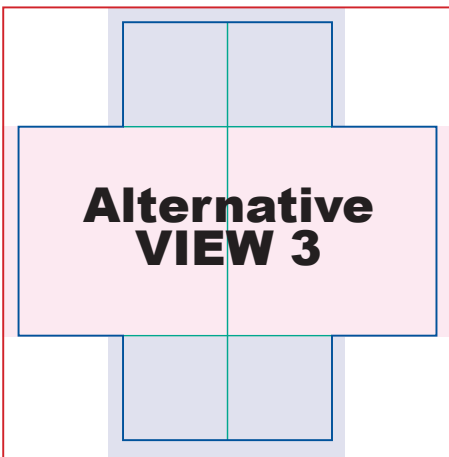
Design - View 3

This view includes the right and left center panels seen in View 2, the pink area shows this.

The light purple color indicates the other area where content can be added.

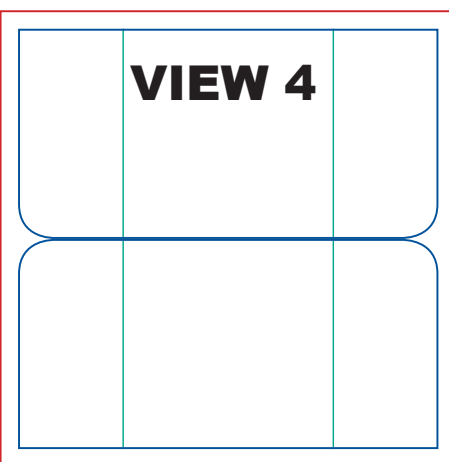
Please make sure to include the .125in (1/8in) bleed on the right and left, where the purple extends past the score cut. The **A** on the image shows where the bleed needs to be.

There will be no corners in this view so leave blank, other than the bleed.



Alternative View 3

The dimensions and location, within the Flip-Pix, for this view are exactly the same as above. However we've rearranged the colors to make an alternative approach clear. In this View 3 you see that the pink area from View 2 is continued across the entire horizontal area. The purple has now become two smaller areas at the top and bottom.



Design - View 4

This is like View 1. It will appear on the back of your postcard. Like View 1, it should fit within your postcard design but also stand alone once it's been separated from the postcard.

Examples

The next 2 pages will show you an actual example of the postcard front/back and how the different views of the FlipPix. This will help you get an idea of how to approach your design.

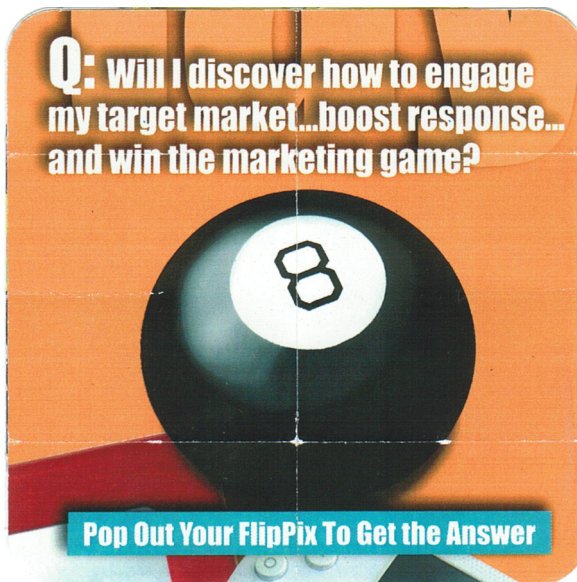
Q: Will I discover how to engage my target market...boost response...and win the marketing game?

Pop Out Your FlipPix To Get the Answer

What does playing games have to do with good direct marketing?

Back: This is the back of the card. Once again the FlipPix works within the overall design. Also, the text, and address are added at the end, right before print.

Example: FlipPix Views



View 1



View 2

Note the personalization added after the action is run.



View 3

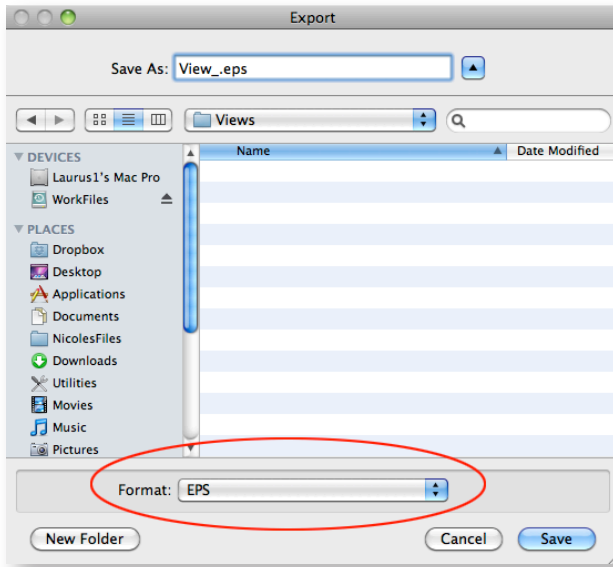
In this notice how the left and right side of View 2 becomes one continuous horizontal image. This also shows another area where you can add personalization.



View 4

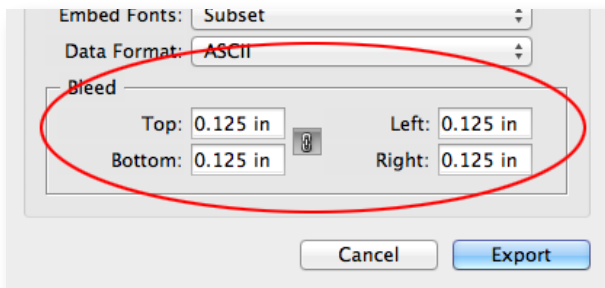
Printing Instructions With and Without Bleed

Once you have completed your design, you will need to save your file for print.



Exporting your file in InDesign (Same for bleed and no bleed)

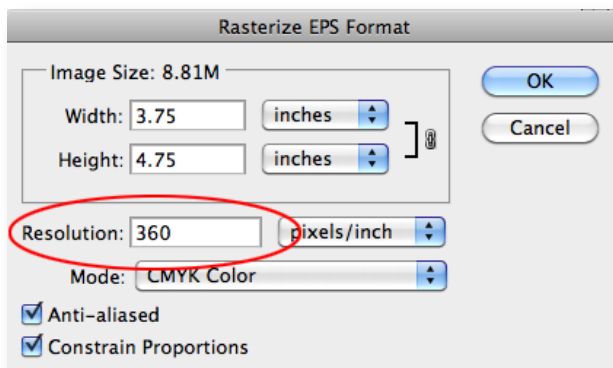
1. Make sure to turn off any layers that need to be personalized, i.e. the address or name. You will need to add this back in after you prepare the print ready file.
2. Create a folder called "Views". This is where you will save your exported template.
3. Export your template and make sure it is set to EPS, see red circle. When exporting as an EPS, your InDesign template will be saved as four (4) separate files.
4. Make sure to title your file as "View_". When the files are saved the digits 1-4 will be added after the underscore automatically. This will create the four files we need to create the print document.
5. Make sure to export with Bleed of .125in on all sides as shown in the second image.



Photoshop Process - With Bleed

If printing with bleed move to the next page

6. Now open up Photoshop. You will need to load the action "PostcardFlipPixPrint_Bleed.atn". This action will do all the heavy lifting for you.
7. Run the action.
8. While the action is running, you may be promoted to find your first view. Make sure to find the view you just created called "View_1.eps".
9. Once you select that file you may see the box, like the one shown on left here. Make sure that the area circle in red has the resolution set to 360. Then hit "OK".



Important: You may be promoted to find the other files you created while the action is running. Make sure you select your views in the following order: View 1, View 4, View 2 and View 3, and that all of them have the resolution set to 360.

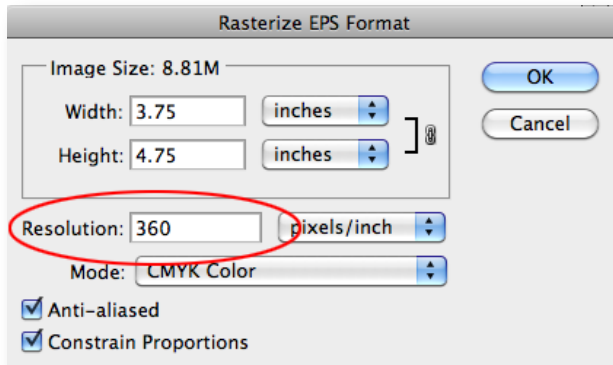
Once the action is complete you will have two separate files. They will be titled "Postcard_printBleed_page1.tif" and "Postcard_printBleed_page2.tif" in your "Views" Folder. **These files are now ready to be placed into InDesign to add the needed personalization and text.**

Adding Personalization in InDesign - With Bleed

10. Create a 2 page document that is 8.5in by 11in with .125in (1/8in) bleed on all sides.
11. Place the newly created PSD file so that it lines up with the edge of the bleed.
12. Add in the personalization/text where it is need.
13. Now your file is ready for print!

Printing Instructions (Cont.)

This page focuses on printing without bleed.



Photoshop Process - Without Bleed

1. Now open up Photoshop. You will need to load the action "PostcardFlipPixPrint_NoBleed.atn". This action will do all the heavy lifting for you.
2. Run the action.
3. While the action is running, you may be promoted to find your first view. Make sure to find the view you just created called "View_1.eps".
4. Once you select that file you may see the box, like the one shown on left here. Make sure that the area circle in red has the resolution set to 360. Then hit "OK".

Important: You may be promoted to find the other files you created while the action is running. Make sure you select your views in the following order: View 1, View 4, View 2 and View 3, and that all of them have the resolution set to 360.

Once the action is complete you will have two separate files. They will be titled "Postcard_printNoBleed_page1.tif" and "Postcard_printNoBleed_page2.tif" in your "Views" Folder. **These files are now ready to be placed into InDesign to add the needed personalization and text.**

Adding Personalization in InDesign - Without Bleed

9. Create a 2 page document that is 8.5in by 11in.
10. Place the newly created tif files on each page so the placed image lines up with the edge of the document.
11. Add in the personalization/text where it is need.
12. Now your file is ready for print!