

Making Modern Stereo Cards

**How to create images for
modern stereo cards using
your computer**

**A workshop by Steve & Suzanne Hughes of
the Atlanta Stereographic Association
presented for the**

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Generic Information on Card Making

My Goal in Making Cards

- Card and image is attractive when viewed 'flat'
- The back of the card is attractive and informative
- The card itself has esthetic appeal
- Multiple cards are easy to produce

Traditional Card Design

- Images, 'chips' trimmed by hand
- Images glued to front of card
- A simple label is put on the back of the card
- The image is everything

Problems with the Traditional Approach

- Time consuming
- Hard to do
- Gluing each chip is precision work
- Adding design elements makes for even more work
- While the end product may be nice, it's a lot of effort, especially for making duplicate cards

Using the Computer

- Entire front of card is one digitally prepared image
- Much easier to do
- Less time consuming
- Precision work is done before the image is printed

Tools You Can Use

- StereoPhoto Maker - Good for setting the 'window' and cropping, wide range of output options, make simple cards, prepare images for cards. Free download.
- PokeScope Professional - Great for cropping and setting the 'window', decent output options, prepare images, make simple cards. Costs about \$80.
- Photoshop - Extremely powerful image editing program, good for card design and printout, hard to use for cropping and 'window' adjustments, really good color control but \$\$\$
- Paint Shop Pro - Reasonable price, almost as powerful as Photoshop, hard to crop and set 'window', good for design and printout

Card Format

- Use standard size card
- Holmes format or 3.5 x 7 inches
- 'Digital' format or 4 x 6 inches
- Holmes format allows for more creativity

Print Size

- 'Digital' format is standard 4 x 6 inch prints
- For Holmes format use 'APS' or 4 x 7 inch prints
- Glossy works best in viewers, not mat
- Prints from Eckerd's, CVS and web companies cost 12 - 29 cents per print

Design Elements – Card Front

- Background color – take a color out of the image if possible, color should complement image
- Image borders – Required if background color clashes with image, highlight colors in the image
- Text and logos – use simple type and small images, don't compete with image or overlay image
- Card stock should not clash with the background colors
- Round corners for a finished look
- If printing images on an inkjet printer, use paper with a nice "feel"

Design Elements – Card Back

- Background color – harmonize with the front and cardstock, color should allow type to be readable
- Type – Use the same type "family" as the front and be sure it is big enough to be readable
- Images should be related to the image on the front of the card
- Add informative text about the card image or the place it was taken
- Don't forget to add a credit line and a copyright notice
- The back and the front of the card should look good when seen together

The Actual Computer Processing

Preparing the Image

- Use StereoPhoto Maker to crop and set the 'window'
- Save images as two TIF files

Create a Blank Card

- Use Photoshop to create a new workspace
- For Holmes format, use canvas of 4 x 7 inches; For 'Digital' format, use canvas of 4 x 6 inches
- Use 320 dpi for Noritsu printers; Use 300 dpi for Frontier machine

Import and Size the Image

- Make images the same dpi as the new workspace
- Each image should be no more than 3 inches high and no more than 3 inches wide
- Place images on the new workspace
- The 'near points' in the images should be no more than 3 inches apart
- Center images vertically
- Don't worry about a wide space between the images, some need a wide space to be viewed easily

Spacing the Images

- Space between images is different for different viewers
- Images should be centered in the viewer lenses
- Design for specific viewer or use default of 3 inches between 'center' points of images

Set the Background Color

- Pick a color out of the image when possible
- Since it's easy to change later, don't worry too much if you don't like it. Other factors on the card may make you want to change it anyway.

Round the Image Corners

- Rounded corners gives the images a finished look
- Use a small radius corner between 10 and 40 pixels

Add an Inner Border

- Keep the border thin
- Use a contrasting color
- Round the corners with the same radius as the images

Add Text

- Keep it simple and in a simple font
- Use an easy to read color
- Less is better

Save Image for Printing

- For Noritsu, output as TIF at 320 dpi
- For Frontier, output as JPEG at 2x the finished dpi - so use 600 dpi
- Always save the original in the native format. This easily allows for changes at a later time.

Finishing the Card

- Print the image or take it to a photo printer
- If creating a 'digital' format print - you're done!
- To create a Holmes format card, see 'How to Make Elegant Stereo Cards from Digital Images'

Another Way

- Use StereoPhoto Maker or PokeScope
- These have limited design options
- Color control is more difficult
- Files may need to be resized before sending them out for printing
- But either program is a great way to quickly make a simple card!

Interesting Websites

Organizations of People Sharing Stereo Images

- **Amateur Photographic Exchange Club (APEC)** - Stereo view exchange club
<http://home.earthlink.net/~pgwhacker/APEC/apec.html>
- **Digital Stereoview Exchange Club (DSEC)** - Stereo view exchange club for 'digital format'
<http://www.skep.com/3D/exchange.htm>

Software Sites

- **StereoPhoto Maker** - English site <http://stereo.jp.org/eng/stphmkr>
- **Graphic Media Research** - Manufacturer of the 'Pokescope' viewer and software
<http://www.pokescope.com>
- **Corel** - Currently the owners of the Jasc software, including Paint Shop Pro
<http://www.jasc.com>