

# **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!

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## 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>