



# Heard Nature Photographers

“Earth laughs in flowers”.  
— Ralph Waldo Emerson

Fall. Rain.  
Thanksgiving

Next Meeting Date: Saturday, November 12, 2022, 10:00 am

This meeting will be “in person”  
ZOOM will also be available as an additional choice  
A ZOOM link will be sent by e-mail prior to meeting

November 2022  
Volume 38 Issue 11  
FALL

[www.heardnaturephotographers.com](http://www.heardnaturephotographers.com)

## IN THIS ISSUE

President’s Message.....	2
Contest Announcement.....	6
Contest Update.....	7
Chandor Gardens Report.....	8
Mid-America Flight Museum Report..	12
Meeting Schedule.....	13
November Speaker.....	14
Rob Hull Photo Opportunity.....	16
Field Trip Schedule.....	19
Beaver’s Bend Trip.....	20
Featured Member: Nancy Mack.....	22
Gulf States Winner.....	47
Club Affiliates.....	49
Meeting Information.....	49
About the Club.....	50
Greeting Card Design.....	52
Outside Contest.....	51
Membership Information.....	51
Club Officers.....	57



Magnolia Blossom, Nancy Mack

# President's Message

Hello Everyone,

Sign up for the December "Member's Choice" meeting is on the web site under "Meetings." Be sure to sign up. This is a great opportunity to meet other members, share your favorite pictures, find people who know the secret spots, or can explain how a picture was made. The club will be providing meat choices but we need to people to bring desserts, salads, and vegetables. There's no presentation for the December meeting, just socializing and looking through everyone's favorite photos.

November's meeting will feature a presentation by Carol Highsmith on her work documenting America for the last 40 years. You can find her work on the Library of Congress website at loc.gov. Rumor has it that she shoots a 100-megapixel camera, think about how many disk drives she must carry around to back up each day's shooting.

We're finally getting some cooler weather and some rain, some places are actually getting some fall color this year if you go north or east from the DFW area. We had a good time at the Mid America Flight Museum in Mount Pleasant. They have quite a few aircraft, all in flying condition, on display. They're packed together tightly but if you're interested in WWII and earlier airplanes it's a great place to visit.

They're packed together tightly but if you're interested in WWII and earlier airplanes it's a great place to visit.

I stopped at the Tyler Rose Museum on the way back and they still had plenty of flowers in bloom.

We still need officer nominations for next year, including a nominating committee. If you're interested, please contact one of the officers so we can go into the new year with all the offices filled. We're not asking for a lot of time or organization, a few hours per month is really all that is required to keep the club working. I know that for me the club helped me find great locations without having to travel for days. I still do take those longer trips but I get more practice and opportunities being able to go up to Hagerman National Wildlife Refuge, that I didn't know about even though I lived in the area for twenty years. Take some time to look through the older newsletters online to see where the club has had field trips in the past to find your next favorite spot.

Thank-you

Doug Boone

[dougboone5@gmail.com](mailto:dougboone5@gmail.com)





© Doug Boone

*Tyler Rose Gardens, Doug Boone*



© Doug Boone

*Tyler Rose Gardens, Doug Boone*





© Doug Boone

Mid-America Flight Museum, Doug Boone



# MEMBERS CHOICE CONTEST

Once again it's almost time for our Members' Choice meeting. We will meet at noon in the Science Resource Center for a potluck for our December meeting. After lunch we'll vote to pick our choice to represent the club for 2023!

Upload up to five of your favorite images to the folder at MembersChoice (<https://1drv.ms/u/s!Asc1vCEOycmLI7Q0N4755XdQ52h54g?e=J44e0H>) for consideration.



2012 Members Choice Winner: Denise Remfert -  
Great Blue Heron on Caddo Lake, east Texas



# **Electric News!**

**You are invited to  
enter the 45th Annual  
Heard Nature Photography  
Contest - April 25 - May 15**

**Divisions for all ages  
Wide range of subjects  
Cash prizes  
Low entry fees  
All proceeds benefit  
the Heard Museum**



**Follow QR or go to  
<http://tinyurl.com/2p864ewr> for Info!**



# CONTEST UPDATE



Anita Oakley ([anitaoak@outlook.com](mailto:anitaoak@outlook.com)) has agreed to lead the contest committee for the 2023 Heard Museum Photo Contest. Jackie Ranney ([jackieranney@aol.com](mailto:jackieranney@aol.com)) is handling publicity.

If you have any questions about the contest, please feel free to contact either of us. If you belong to photography-oriented Facebook groups, other photo clubs, or have photographically inclined friends please let them know about the contest!

Submissions begin: March 25, 2023

Submissions end: April 15, 2023

Last day to accept payments: April 17, 2023

Judging: Negotiable, but around April 21, 2023

Awards Ceremony: May 14, 2023

We have some exciting new categories in addition to the ones we had last year:

- People and Nature – Images depicting a person or people interacting with nature. May include people enjoying nature or the way people affect nature.
- Seen at the Heard – Images captured anywhere outdoors at the Heard Museum, including along the wildlife trails, in the butterfly exhibit, or at the Dinosaurs Live exhibit.
- Aerial Images – Images captured from a drone, helicopter, or plane. Must be nature-related.



# CHANDOR GARDENS FIELD TRIP

October 1, 2022

What a delightful surprise for nature photography after a really tough summer! Driving through the automatically-opening iron gates precisely at 9:00 a.m., it was obvious that the grounds of Chandor Gardens had the advantage of their own well plus “city water”. The entire 3.5-acre site was absolutely gorgeous! Just ask Mary Binford, Doug Boone, Andy and Kim Franklin, Tom Martin, Gabby Pruitt, Jackie Ranney, Terree Stone, David Valdez and Linda and George Vardas – they were all there!



*Chandor Gardens, Jackie Ranney*



Chandor Gardens in Weatherford was established by the British-born portrait painter Douglas Chandor in 1936. It was originally named “White Shadows” then his wife renamed it after Chandor’s passing. There are wonderful little waterways, walkways, bridges, ponds, architectural details, mature trees and lush, meticulously maintained planting areas. We were fortunate to have had excellent weather for enjoying this treasure. It is well worth the drive for a visit. <https://weatherfordtx.gov/170/Chandor-Gardens>

Lunch at the Antebellum Ale House was a delightful stop and perfect after a morning of photography. It appears the preferred drink for a few of our group was their root beer floats. This is worth another stop should anyone be in that area!

We hope you will join us on other field trips being planned for the club going forward!

Jackie Ranney  
Field Trip Co-Coordinator



Doug Boone



Mary Binford





*Jacquelyn Ranney*  
PHOTOGRAPHY





A butterfly alights on Gabby, Terree Stone

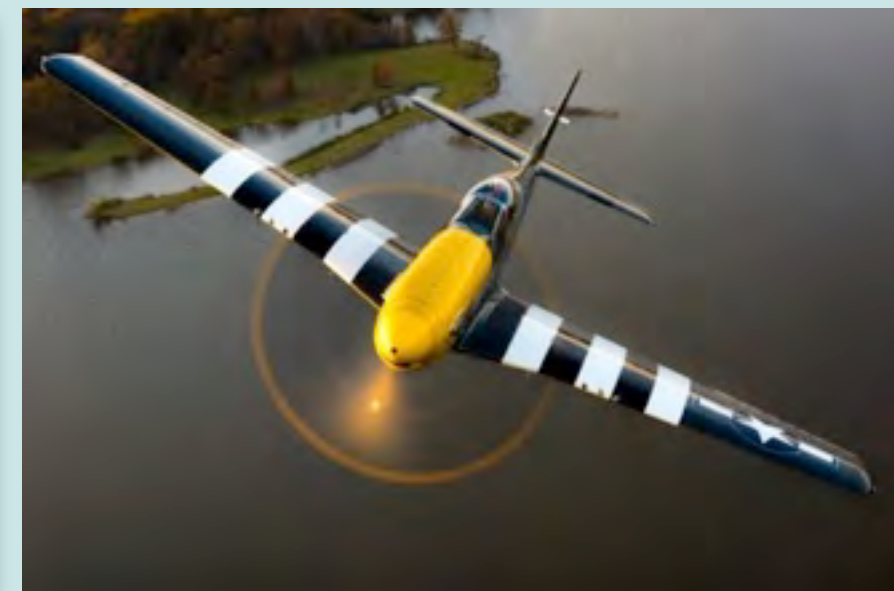


# MID AMERICA FLIGHT MUSEUM FIELD TRIP

Heard Nature Photographers Doug Boone, John Deal, Steve Earles, Martha Taylor, David Valdez, and George Vardas met at the Mid America Flight Museum in Mt. Pleasant, TX Saturday, October 22. Photography was a challenge in the museum. Lighting was difficult and the aircraft were parked very close to each other. The museum is a fascinating place, with over 40 vintage aircraft on display, many of which are operational today. The museum allows visitors to get up close and in some instances, they allow visitors to climb in the aircraft. The museum is staffed by knowledgeable volunteers who make the visit more interesting by sharing the history of the aircraft. If you find yourself in the Mount Pleasant area it is well worth a few hours of your time. Their website is <https://midamericaflightmuseum.com>. After spending a few hours at the museum, the group retired to Laura's Cheesecake & Café for lunch. Recently featured on The Texas Bucket List, it did not disappoint. Laura's is famous for cheesecake.

Our next scheduled field trip is a weekend trip Friday November 4 to Sunday November 6 to Beaver's Bend State Park located in southeast Oklahoma along the shores of Broken Bow Lake. We are hoping for some vivid fall colors. Register on the Heard Nature Photographers website.

Steve Earles  
Field Trip Coordinator



All photos from the Museum website



# Meetings

Heard Nature Photographers Meeting Schedule, 2022

**in person and on Zoom  
an e-mail will be sent to members  
with the ZOOM link**

**NEW MEETING TIME:  
10:00 AM, Laughlin Hall**

DATE	SPEAKER	TOPIC
November 12, 2022	<u>Carol Highsmith</u>	Library of Congress Photography
December 10, 2022		Members Choice

**Meetings will be ZOOM and in person,  
October and November.**

**The December meeting will be  
Members Choice and Holiday Gathering,  
in person.**

**Beginning in January, all meetings  
will be in person.**

## SNACKS

Refreshment Coordinator, Linda Grigsby  
will be out of town.

Terree Stone will setup and bring chips  
and snack cakes. Anita Oakley and Mary  
Binford are both bringing small  
sandwiches.



# NOVEMBER SPEAKER

## CAROL HIGHSMITH



Carol M. Highsmith with her Phase One camera at the George W. Bush Ranch in Crawford, Texas

Website:

<http://carolhighsmithamerica.com/>

About Carol:

<http://carolhighsmithamerica.com/me/>

**Topic:**

## **DOCUMENTING AMERICA**

About Carol:

Carol M. Highsmith has been visually documenting America for more than forty years. She is donating her life's work to the Library of Congress, where it is preserved in the most historic photo collection on Earth.

Highsmith's thousands of images from her comprehensive exploration of the fifty states will be available for free from our nation library for the ages.

Highsmith has also published and been published in more than 50 books. She recently completed a book on Louisiana for Louisiana Public Television which is producing a documentary on the Bayou state and the 256-page coffee table book by Highsmith will be a companion piece to the 4-hour documentary.

She has also worked with National Geographic, the National Trust, the Library of Congress and Random House Publishing, Inc. on various books.

Her speech will be about the importance of documenting America and following through with an enormous project for years and sticking with it. The name of the speech will be "Carol Highsmith's Lifework For the Ages".

I will be home near the Washington, D.C. area in November having been on the roads of America for months in 2022.





Carol M. Highsmith portrait while working in Wyoming Big Creek Ranch





**ROB HULL**



If you are a Canon user, there is a workshop tailored just for you. Rob Hull, a Lifetime member and former president of Heard Nature Photographers, is hosting the Canon Advanced User Workshop on November 5 & 6. It's a hands-on, 2-day workshop that is laser-focused on Canon DSLR and mirrorless cameras.

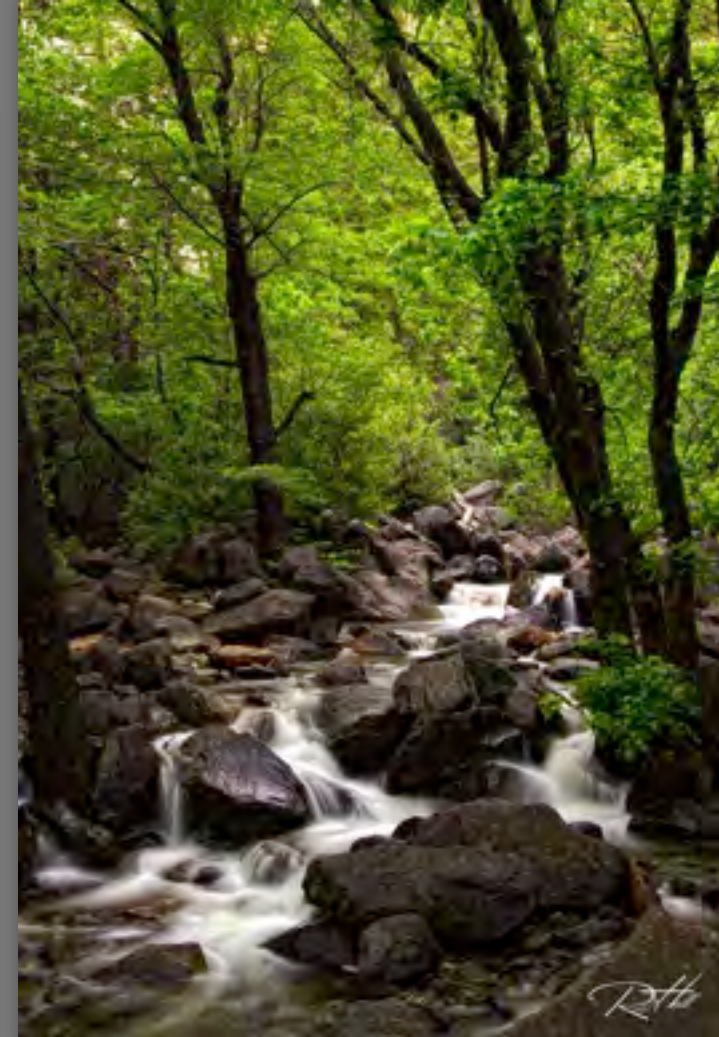
Rob will be joined by Bob Malish from Canon. Bob is one of those guys who travels the world supporting professional photographers assigned to events like the Superbowl, Olympics, and Formula 1 races.

It doesn't matter if you're a seasoned professional or an aspiring amateur, you will discover more about your camera than you ever thought possible.

Take advantage of a \$50 discount offered to club members. Just use the discount code CAU-HEARD when you check out. For more information and to register, visit Rob's website at [www.GreatPhotography.com/canon](http://www.GreatPhotography.com/canon).

Rob will also be hosting a Camera Flash Workshop on November 12 & 13. Check out his website for details: <https://www.greatphotography.com>





**ROB HULL PHOTOGRAPHY**







ROB HULL PHOTOGRAPHY



# HEARD NATURE PHOTOGRAPHERS 2022 FIELD TRIP SCHEDULE

DATE	TIME	TRIP/LOCATION	ADDRESS	ADDITIONAL INFORMATION
<p><b>November 4-5-6, Fri/Sat/Sun 2022</b></p>		<p><u>Beavers Bend State Park</u></p>	<p>711 West Lee Avenue Weatehrford, TX 76086 <a href="#">(map)</a></p> <p><u>Southeast Oklahoma</u></p>	<p><b>To register: please go to the website: <a href="https://www.heardnaturephotographers.com/">https:// www.heardnaturephotographers.com/</a></b></p> <p><b>Recommend making lodging reservations ASAP.</b></p> <p><b>As of 5/27/2022, Lakeview Lodge within the park is still under renovation.</b></p>

\*\*\***NATURE PLUS** is a designation for a field trip that includes “the hand of man” subject matter, in addition to nature



## **BEAVER'S BEND STATE PARK** **NOVEMBER 4-5-6, 2022**

### **FIELD TRIP ANNOUNCEMENT**

**FRIDAY-SATURDAY-SUNDAY, NOVEMBER 4, 5, 6, 2022**

### **DESTINATION:**

Beaver's Bend State Park

Broken Bow, OK

This is far out, it's hard to predict the exact change of colors so we are taking our best shot! So much will depend upon Mother Nature!

### **DATE/TIME:**

FRIDAY-SATURDAY-SUNDAY, NOVEMBER 4, 5, 6, 2022

ARRIVE: Ideally Friday afternoon/evening

### **PLANS:**

Still being formulated, but here's a general idea:

- Saturday morning - sunrise photography (about 7:40 am).
- Continue shooting in the park until lunchtime.
- Saturday lunch - as of September 16, 2022, it is still undetermined if Foggy's will re-open by the time our field trip is happening
- Saturday afternoon - on your own; no "club-organized" activities.
- Saturday evening - group dinner - location TBD.
- Sunday – departure at participant's option.



Photography by Jackie Ranney



Photography by Nancy Mack



**LODGING:**

- Beaver's Bend State Park has cabins (reservations 580/494-6300) or go to their website. (The website is not showing much availability; different than calling!) • Lakeview Lodge (inside the park)– still under renovation as of 3/6/2022.

Projected completion is September 2022 – they are not yet taking reservations.

- Check VRBO, Airbnb, booking.com and other vacation rental sites for houses/cabins. Search Hochatown, OK or Broken Bow, OK.

- <https://guestrez.megasyshms.com/TTPRB/beavers-bend-state-park?ga=2.55111145.375172306.1646529802-356434746.1646529801>

**STATE PARK PARKING PASS:**

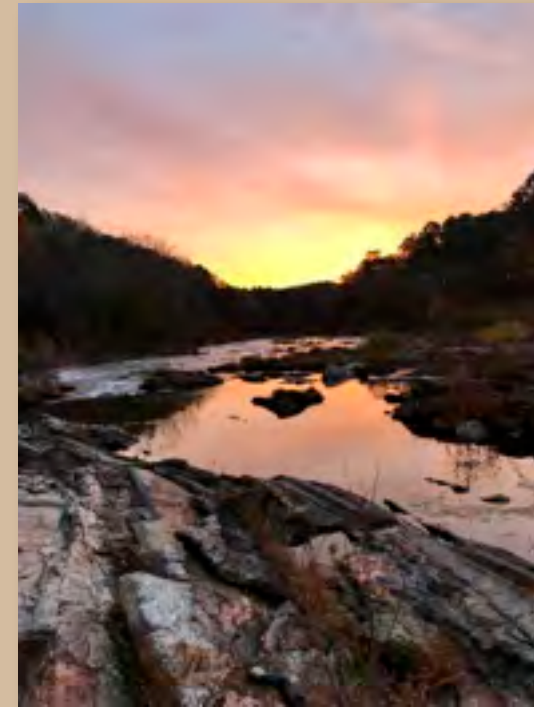
Using the link provided above, please review the policy about fees and a parking pass to be inside of this park.

**REGISTRATION:**

[Register on our website](#)

Final details will be sent to registrants a few days before the event.

**YOU MUST BE A PAID MEMBER TO PARTICIPATE IN FIELD TRIP EVENTS**



Photography by Jackie Ranney



Photography by Nancy Mack



# THE ACCIDENTAL FLOWER PHOTOGRAPHER



**NANCY MACK** is this month's featured member.

Nancy is a member of Heard Nature Photographers, the Plano Photography Club and the Dallas Camera Club. She has been a Fulbright Scholar to Japan as well as to the Netherlands. She is relatively new to photography, only picking up a camera seriously when she retired in 2014. Her first love is tapestry weaving and she has been a member of the Dallas Handweaver's Guild for 40 years. She is also the Heard Newsletter Editor for 2021 and 2022.

Although I was an art professor for 38 years, I was never interested in mastering darkroom chemistry. My husband and I have traveled to some of the most beautiful places in the world and I have albums of terrible snapshots to prove it! Digital cameras seemed a bit less daunting and I have always been on the quest for a perfect flower for my tapestry weavings, which have often taken the shape of Japanese kimonos.

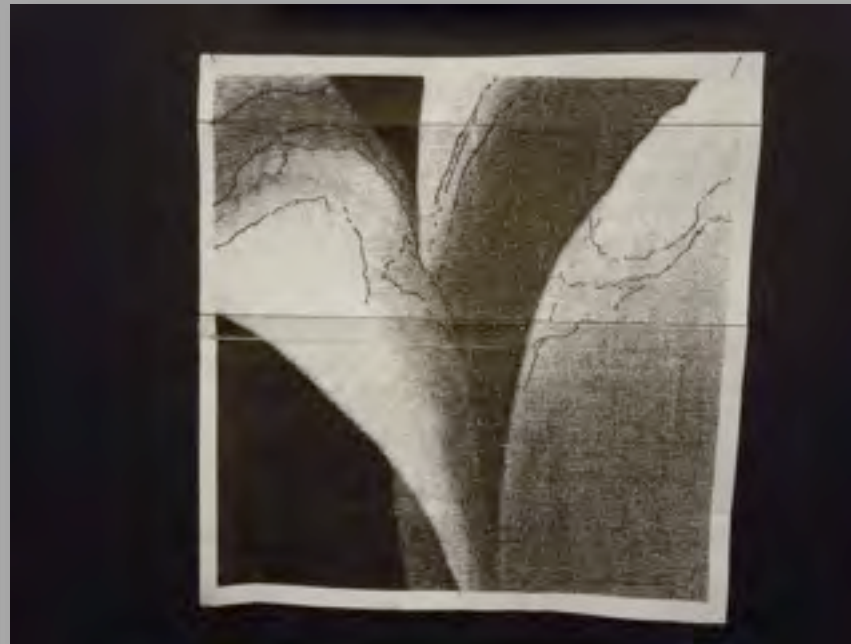




# my weaving journey



I weave on both an AVL computerized loom for patterned pieces,



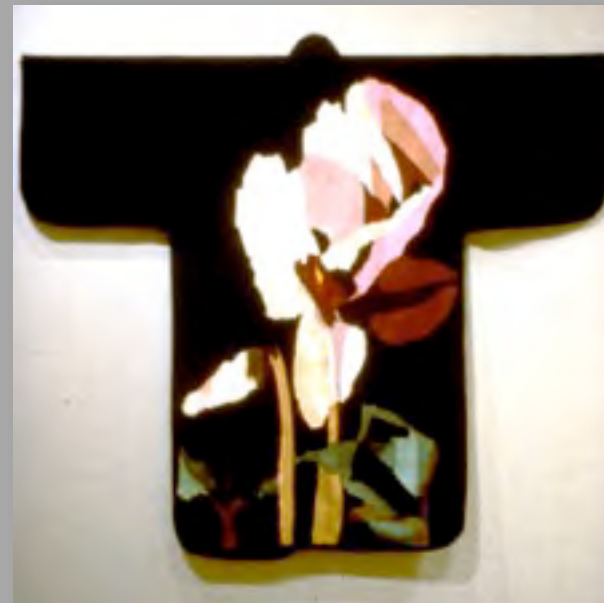
and an upright Glimakra tapestry loom (left) for pieces with pictorial imagery. Here is a paper "cartoon" (center) which acts as a visual pattern for creating a tapestry tonal image (right).



# the kimono weavings



Over a 30 year period, most of my tapestries have taken the form of Japanese kimonos. Many are now installed in office reception areas in the US.







Hoh River Valley Rain Forest, 110"x168", 1971, Helena Hernmarck, on display at the American Swedish Institute, 2012 Minneapolis, MN



Students examining the weave structure with Helena.



Folk Costume Details, 15'4"x9'7", 2012, Helena Hernmarck, American Swedish Institute, Minneapolis, MN

## Helena Hernmarck workshops

I have attended workshops with Helena Hernmarck, one of the most influential tapestry weavers in Europe and the US. She has developed a special technique for creating photographic images in her gigantic tapestry murals, which are woven completely on large, manual tapestry looms.





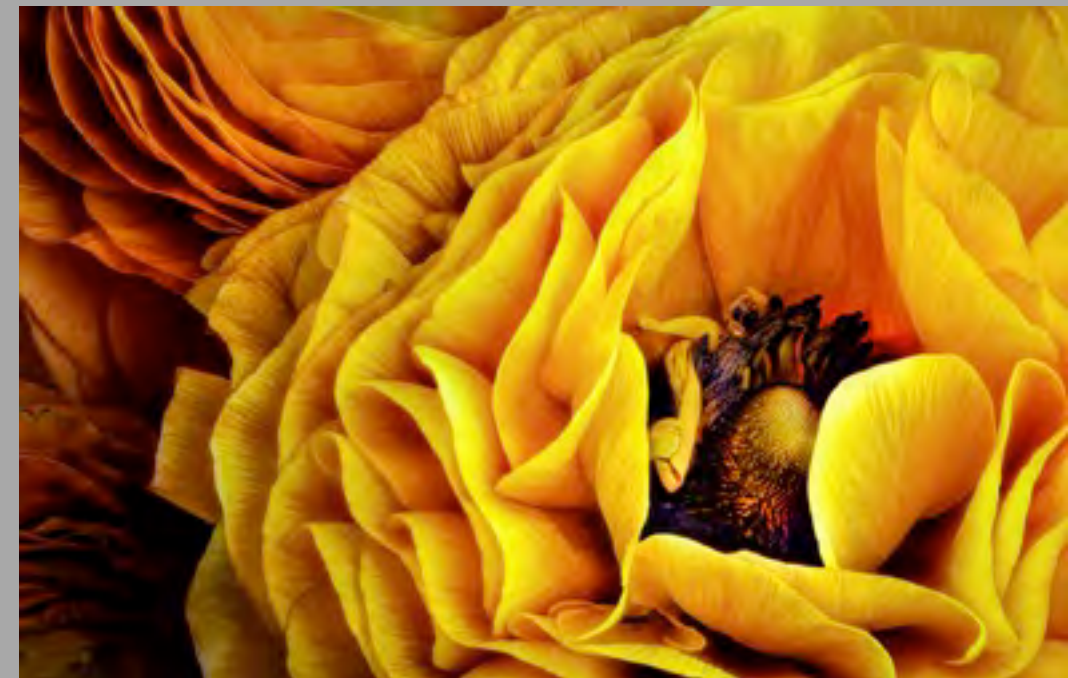


I have also studied with Cathryn Amidei who creates landscape tapestries on the Digital Norway TC2 computerized Jacquard loom. This loom was created for prototyping and sampling for the textile industry, but has become an important artist's tool for creating photorealistic weavings. The process involves selecting an image, editing it in an industrial Jacquard loom software package - including Photoshop, - transferring that edit to the loom controller software and weaving the image. Thus the scene that the Renaissance tapestry weaver took years to finish, is now only limited by the weaver's output per hour! Needless to say, the cost of the loom is equivalent to buying a mid-priced car! (My color images below, sampled in B/W above.)

**the industrial  
Jacquard loom**



Calla Lilies, Nancy Mack



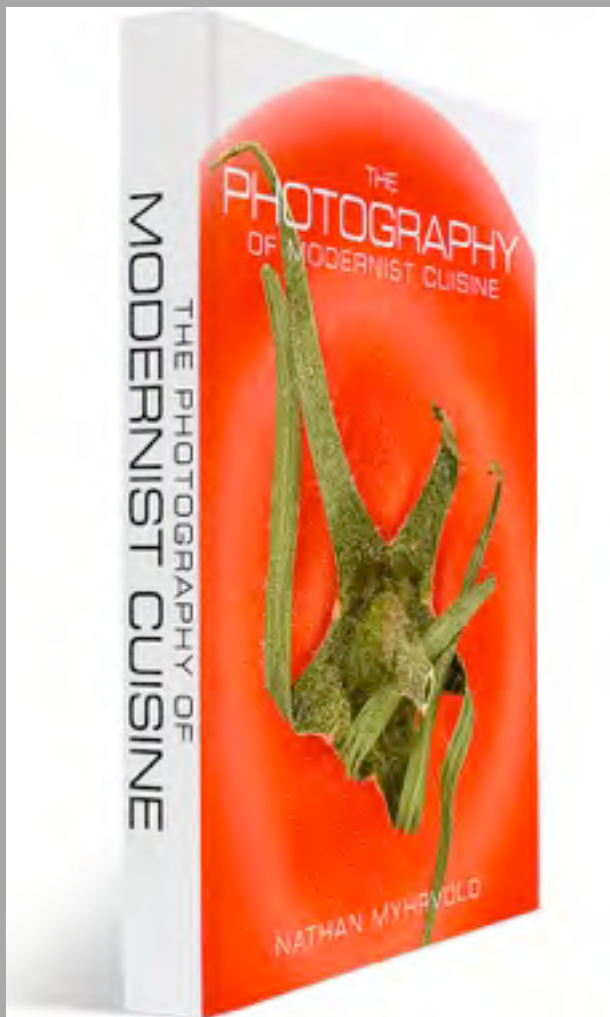
Ranunculus, Nancy Mack



I finally gave up the film camera and the point-and-shoot and invested in a real camera. My daughter-in-law explained the Exposure Triangle and f-stops and I took a course at Collin College, some online classes and joined a club.

My son-in-law enjoys cooking (I think he likes shopping at Williams Sonoma even more..) and invested in the very expensive “The Art of Modernist Cuisine” series. The photos are fabulous. Browsing a bookstore one day, I discovered “The Photography of Modern Cuisine”. This 13-lb volume - which accompanies the cook book - introduced me to “focus-stacking” photography. My weaving hobby went by the wayside. I spent the next few years exploring how to do this with flowers. Flowers from grocery stores. Flowers from my garden. Flowers from my neighbors’ gardens. Gifts for mom: send flowers to photograph!

← 13.5” →



↑ 16.5” ↓

## focus-stacking technique

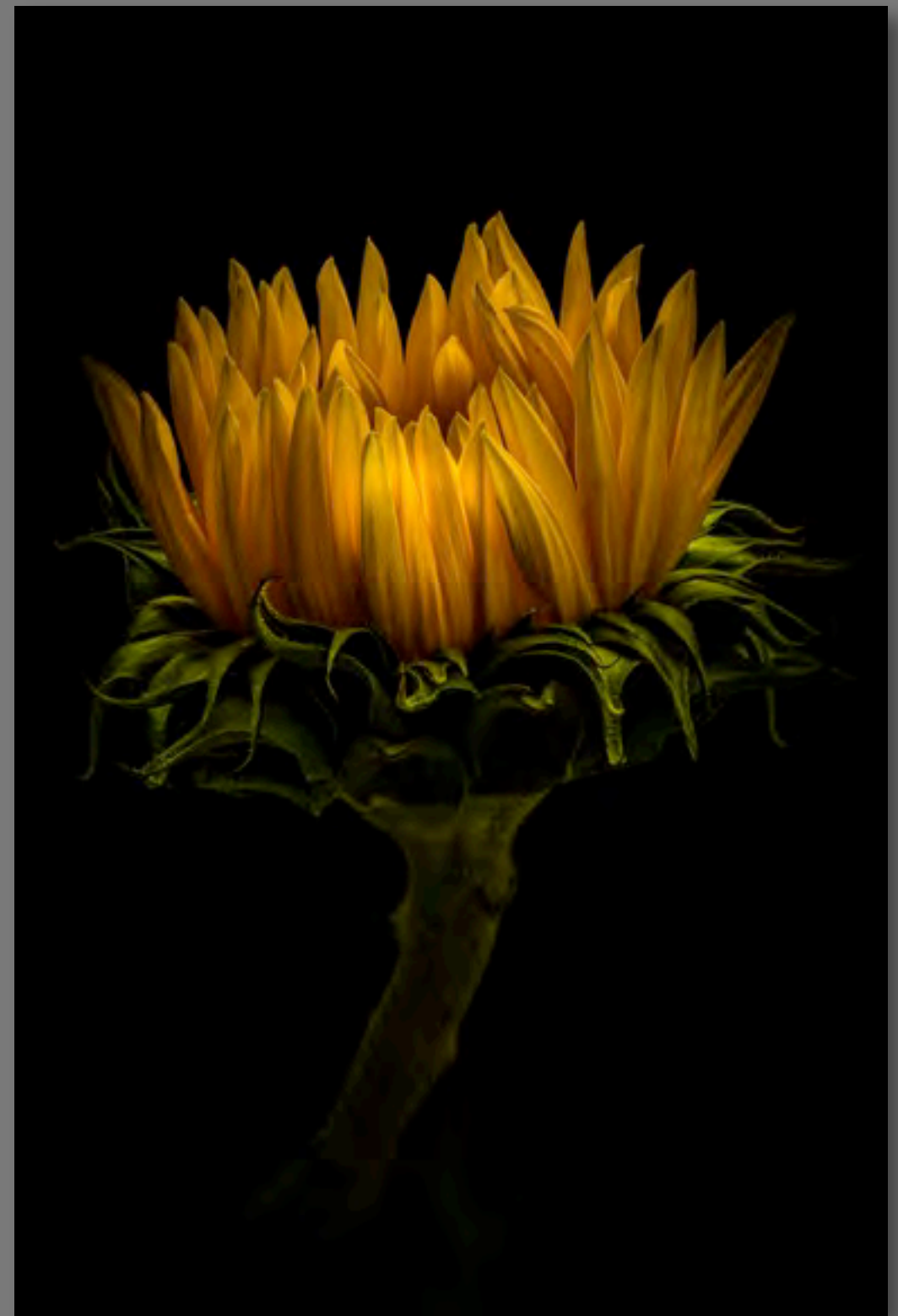
I started by rotating my lens in increments and finally invested in Helicon Soft - software for capturing individual photos from the nearest to the furthest focal point and the companion software for merging these into a final sharp front to back image.

The goal was not photography. I needed a “cartoon” that I could place behind the warp threads on the loom and ultimately weave into a tapestry.

And how many of these photographs have I woven??? Not a single one. I am too busy take photos of flowers. My looms are sadly idle.



# focus stacking



Images were captured indoors in Helicon Remote  
- starting at the closest focusing point and finishing at the furthest focusing point.

This resulted in 25 images (five seen above.)

These RAW images were taken into Lightroom and exported to Helicon Focus and processed. They were saved as .dng files and the final image edited in Lightroom. I took the image into Photoshop to clean up blemishes on the petals.

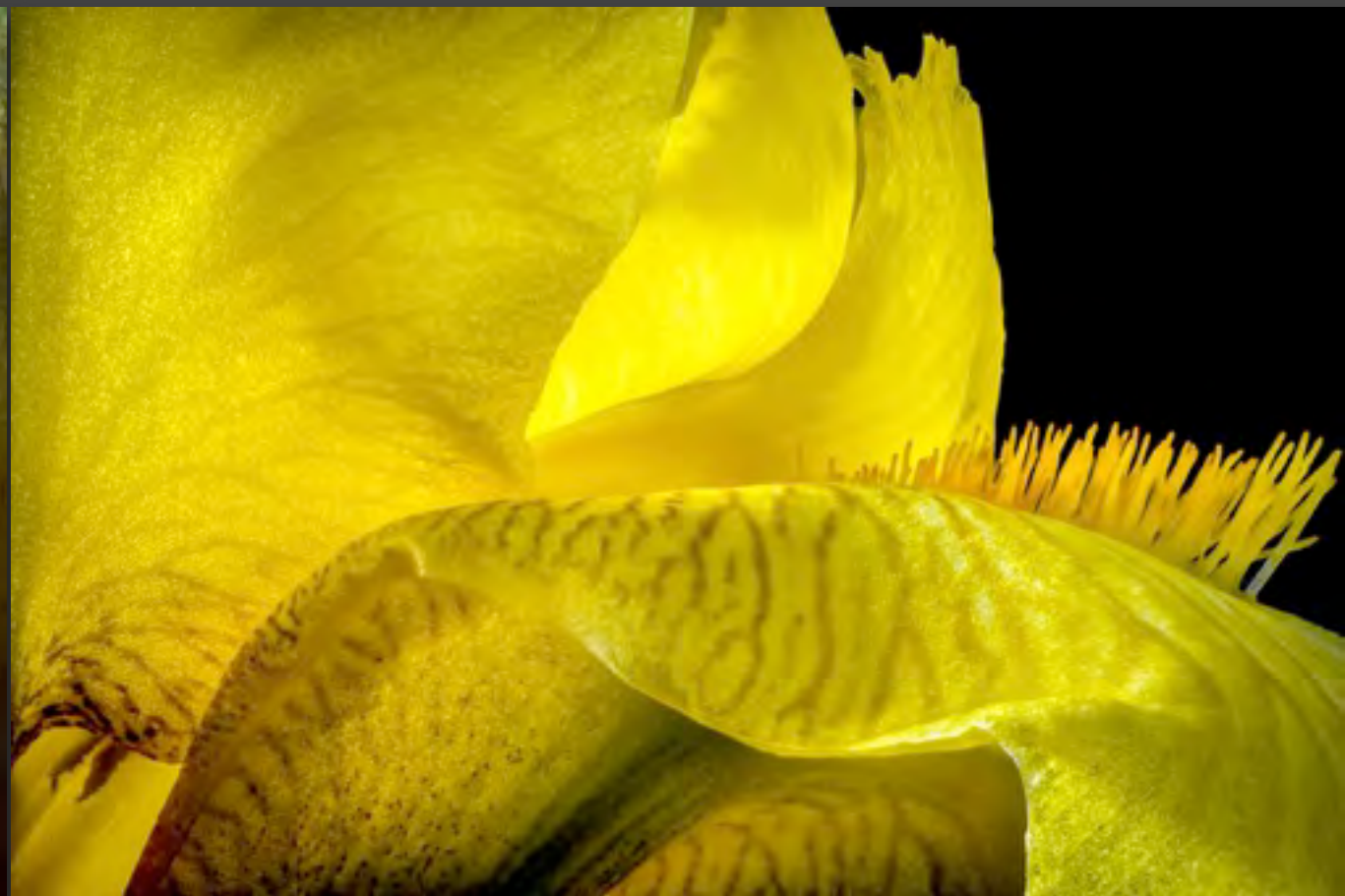
















Iris, Nancy Mack





Frozen Ranunculus, Nancy Mack





Gentle Curves, Nancy Mack





The Tulips are Excitable, Nancy Mack









Rainy Day, Nancy Mack





Alone in the Night, Nancy Mack





Ghost Dahlia, Nancy Mack



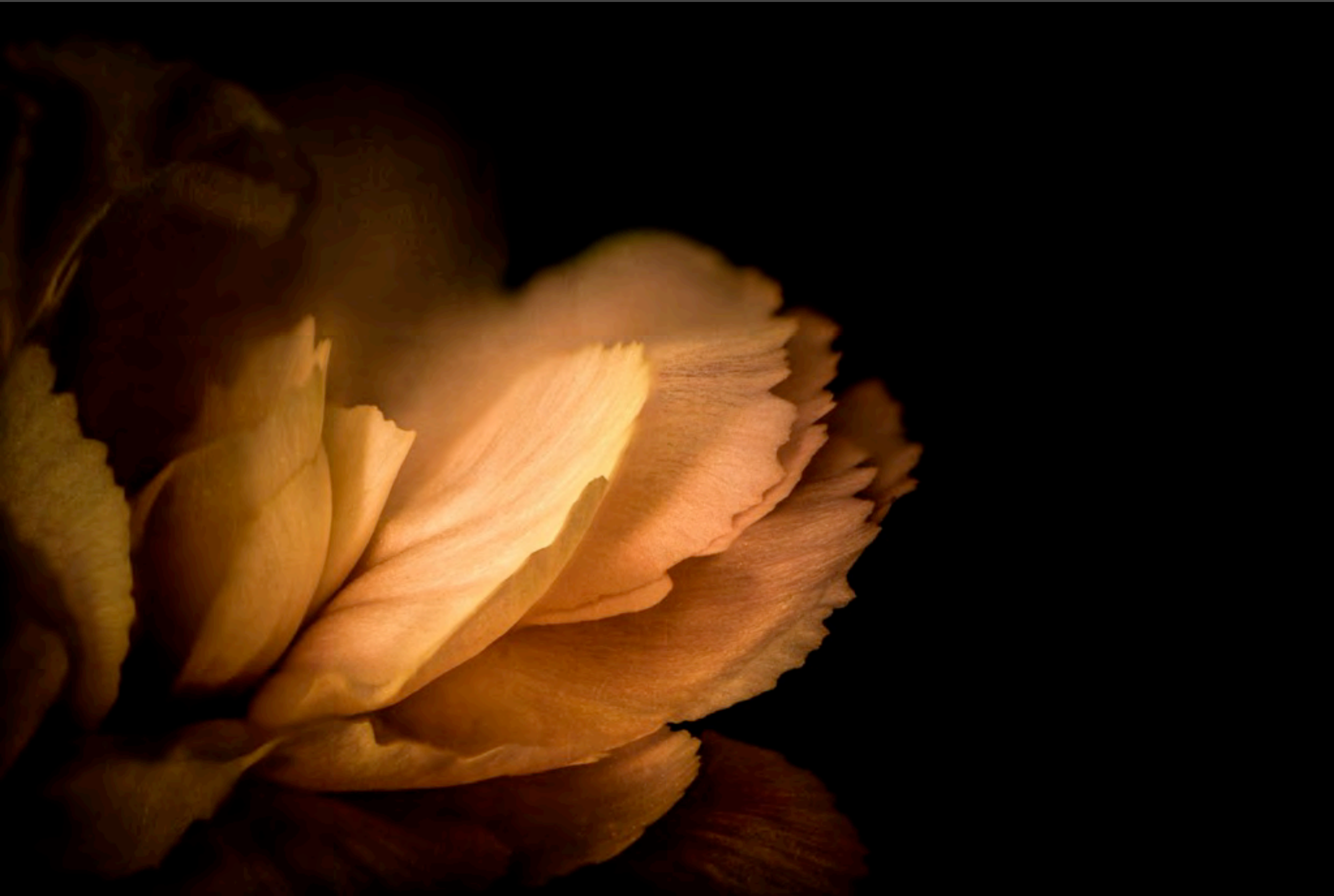


In the Shadows, Nancy Mack



Tulips, Nancy Mack





Morning Glow, Nancy Mack









Ranunculus Bouquet, Nancy Mack





Leaning Softly, Nancy Mack





Procession, Nancy Mack



# Flower Photography References

Kathleen Clemons - macro flower photography  
<https://www.kathleenclemonsphotography.com/>

Anne Belmont - macro flower photography  
<https://www.annebelmontphotography.com/>

Anne Belmont has a series of flower photography videos on the Out of Chicago YouTube Channel:  
<https://www.youtube.com/c/OutofChicago/videos>

Out of Chicago Blog has some entries on flower photography: <https://www.outofchicago.com/blog/>

International Garden Photographer of the Year

Harold Feinstein  
Various books of flower portraits

Robert Llewellyn  
Flower Portfolios  
Books about Flowers, Seeds, Trees

Andrew Zuckerman  
Flower

Robert Mapplethorpe  
Flowers

Robert Mapplethorpe  
Flowers

Harold Davis:  
Creative Garden Photography: Making Great Photos of Flowers, Gardens, Landscapes, and the Beautiful World Around Us

Creative Close-Ups: Digital Photography Tips & Techniques

Photographing Flowers: Exploring Macro Worlds

Niall Benvie  
flowers  
Niall Benvie Photography  
Meet Your Neighbors

Joyce Tenneson  
Intimacy: The Sensual Essence of Flowers  
Flower Portraits: The Life Cycle of Beauty

Barbara Bordnick  
Flowers  
Searchings: Secret Landscapes of Flowers  
Vol. I, II, III



## PHOTOGRAPHIC SOCIETY OF AMERICA



<https://psa-photo.org/>

**The Photographic Society of America (PSA), founded in 1934, is a world-wide organization providing abundant resources for photographers, from the novice to the professional. PSA offers on-line learning, webinars, study groups, competitions, mentors and consultants. Membership is in over 80 countries, 5,000 members, 460 Camera Clubs and 12 Chapters across the United States.**

## GULF STATES CAMERA CLUB



<http://www.gulfstatesccc.org/>

**In the Gulf States Camera Club  
October Competition,**

**Alan Daniel received 1<sup>st</sup> Alternate for his  
Nature image "Landing",**

**and**

**Ron Marabito received 1<sup>st</sup> Alternate for his  
Monochrome image "Brown Pelican".**





## HEARD NATURE PHOTOGRAPHERS

If you are a new member, or are renewing a long standing membership, you may want to visit our [“About”](#) Page. The Club is an auxiliary group hosted by the Heard Natural Science Museum in McKinney, TX. Here you will read the history of the club and see a map of the in-person (when available) meeting location on the Heard Natural Science Museum grounds.

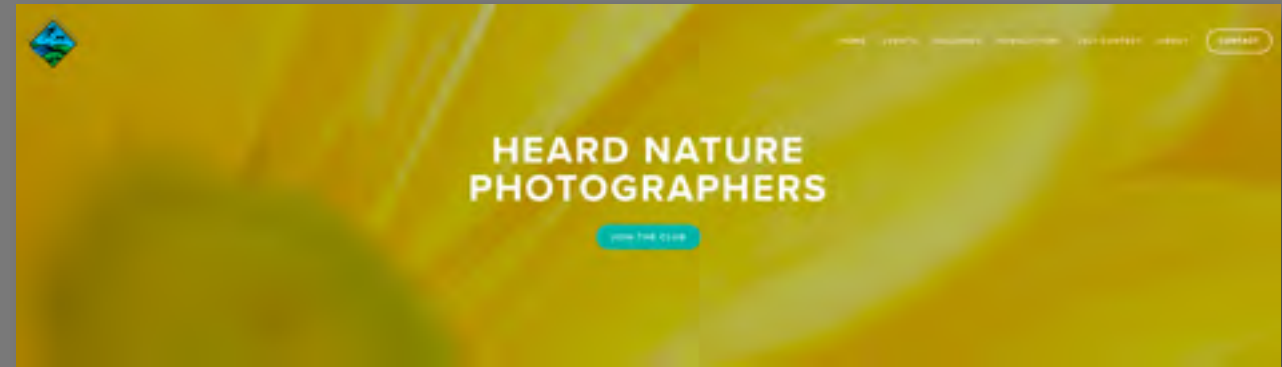
The club was established in 1981 and has served the nature photography enthusiast ever since. We are an affiliate of the [Photographic Society of America](#) and focus our attention on nature photography.

We have a distinguished list of [Honorary Life Members](#) and all [Past Presidents](#) are listed.

The [Bylaws and Policies](#) are also available.

Although meetings cannot be in person at this time, the [Heard Natural Science Museum and Wildlife Sanctuary](#) is currently open and we encourage you to grab your camera and take a winter walk! Visit their [FACEBOOK](#) page for updated activities.

[Membership to the Heard](#) is available at different price levels, as well as activities for all ages.



## CLUB WEBSITE

The [Club website](#) has a wealth of information for both the new member and longstanding membership.

The [Meetings Page](#) has videos of the guest speakers who have presented on ZOOM since March 2020. Commentary and often photos are noted as well as contact information for speakers. Since most speakers are unable to lead workshops in the field, many of these professionals are offering free and/or subscription workshops online for the time being.

Under the [Videos: Educational Presentations](#) you will find a wealth of video clips and resources for the photographer.

[Galleries](#) features member photos from a variety of contests and events.

[Newsletters](#) are archived from 2015 through 2020.

## SOCIAL MEDIA LINKS

Our Facebook page (Members Only):

<https://www.facebook.com/groups/HeardNP>

Instagram page:

<https://www.instagram.com/explore/tags/heardnaturephotographers/>



DEWITTCSHUTTERBUGS.COM

**2023 DEWITT  
COUNTY  
SHUTTERBUGS**

**25th Annual  
Photography Contest  
and Exhibition**

CUERO MUNICIPAL LIBRARY  
ALL PHOTOS WELCOME

For rules and information contact:  
Michele Bennett  
dcshutterbugs@yahoo.com  
Dianna Bartosh  
diannabartosh@icloud.com

Accepting Entries  
Feb. 8-March 22, 2023

Judging March 25, 2023

Display March 27-April 28,  
2023

[Contest Website](#)

## **2023 MEMBERSHIP RENEWAL \$20 PER YEAR**

Thank You!! Thank you for being a supportive member of the Heard Nature Photographers Club. We really appreciate having you as a part of our growing family. Our association is better because of you.

Membership in the club is only \$10 this year. Use the [link](#) on this page to renew your membership.

Remember that, as a member, you can participate in some awesome field trips when the club once again meets in person. Our meeting speakers provide incredible insight into photography and our host, the [Heard Natural Science Museum](#), is an incredible facility.

Currently, members are able to take advantage of excellent speakers via ZOOM meetings and the club often meets in conjunction with area photography clubs while meetings are canceled.

If you are a first time member, you may want to read about the club. The [Heard Nature Photographers Club](#) is an auxiliary group of the [Heard Natural Science Museum](#), McKinney, Texas. [Click here for club bylaws and policies and procedures.](#)

[To renew, click on this link which will take you to the website.](#)

Membership is \$10. per year for 2022 and reverts to \$20. per year for 2023. You will be able to pay by credit card.

Dues can be paid via PayPal directly to [membership@heardnaturephotographers.com](mailto:membership@heardnaturephotographers.com)

Other options are to send a check made payable to:  
Heard Nature Photographers to:  
Treasurer, Brian Clark  
Heard Nature Photographers  
441 Cherry Spring Drive  
McKinney, TX 75072



# GREETING CARD DESIGNER

by  
ROB HULL

It's getting to be that time of year when you want to share your artistry with friends and family. I'm talking about creating your own greeting cards, it's a powerful and unique way to share your work.

Once you understand the process, greeting cards can be designed and printed quickly. But be forewarned, you need to do a little homework first. Also, remember that we are talking about using your own inkjet printer, not sending them out to a lab.

First I'll share with you the steps necessary to create a card from scratch in Photoshop. And then, I'll share with you some actions that automate the process.

## Before you get started

Before you march headlong into Photoshop you need to understand a few key limitations for laying out greeting cards.

Greeting cards are usually printed on special paper stock. Like standard photo papers, you can purchase greeting card stock in glossy or matte finishes or even elegant artistic papers. These papers, however, are scored to accommodate the fold and are cut in unusual dimensions that will result in standard folded dimensions. For example, if you wanted a 5" x 7" greeting card, the pre-scored stock will be 10" x 7".

This brings us to our most important limitation. Because greeting card stock is usually cut to non-standard dimensions, there are few printers that have the capability to print borderless images using these papers. You'll find that even with a printer that is advertised to print borderless, the feature is limited to specific standard sizes such as 8" x 10", 5" x 7" and 4" x 6". Because of this you need to allow for a non-printable margin on all sides of the card.



The size of this margin depends upon the minimum margin for your specific printer model. To find this look in the printer reference manual for the section that describes the Printable Area. The sample above is for an Epson photo printer and you'll see the minimum margin is 3mm or 0.12". We'll use this for our sample card.

### Lay Out Your Card

Now that you have all the printer specifications and know the size of the greeting card you want, it's time to open an image and create a card. In our sample card, we are going to create a 5" x 7" card and prepare it for a printer that has a minimum margin of 0.12". The card stock is 10" x 7".

Open the image that you want to use for the card. It's a good idea to do a File > Save As... to save the greeting card using a different file name.

Select the crop tool and crop your image using the following tool options;

- Width: 6.76 inches
- Height: 4.76 inches
- Resolution: 300 ppi (or whatever you use for your printer)

Now we'll add the unprintable margin by using the Image > Canvas Size... dialog; enter the following options;

- Width: 7 inches
- Height: 5 inches
- Keep the Anchor in the center
- Canvas extension color: White



Now that the front of the card looks good, it's time to add the portion that will become the back of the card. Once again, we use the Image > Canvas Size... dialog box but this time we change the anchor point. Where you move the Anchor point depends upon whether you are creating a portrait style or landscape style card. In the Landscape Style sample above we move the Anchor point to the bottom. This will create a fold above the image. (For a Portrait Style card, the Anchor point would be moved to the right.) In the dialog box use the following options:

- Width: 7 inches
- Height: 10 inches
- Anchor: Move it to the bottom center
- Canvas extension color: White

Once complete, you're ready to print your card. You'll need to follow your printer's directions to know how to load your card stock to ensure that your image is printed on the proper side of the paper. When you are done, you will have a beautiful greeting card ready for mailing.

### Greeting Card Stock

If you're looking for card stock on which to print your images, click on over to the Red River Paper website. They have a tremendous assortment of greeting card stock, from Glossy and Luster cards to 100% cotton fine art papers. My personal favorite is their 60lb. Polar Matte and I've basically standardized on the 9" x 6.25" size. I've printed our family Christmas Card on this stock for over 10 years.

### Help Laying Out Cards

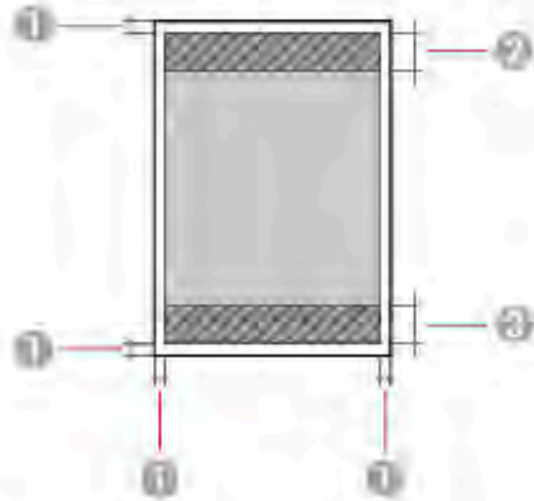
If you want a little help laying out cards - and you know how to run actions in Photoshop - you should look at my Greeting Card Designer actions. It's a set of actions that run on Photoshop and lay out the card for you. You can find them at [www.PlayWithYourPixels.com](http://www.PlayWithYourPixels.com).



### Printable Area Specifications

**Note:** When printing borderless, quality may decline in the expanded printable area.

#### Single sheets - borders

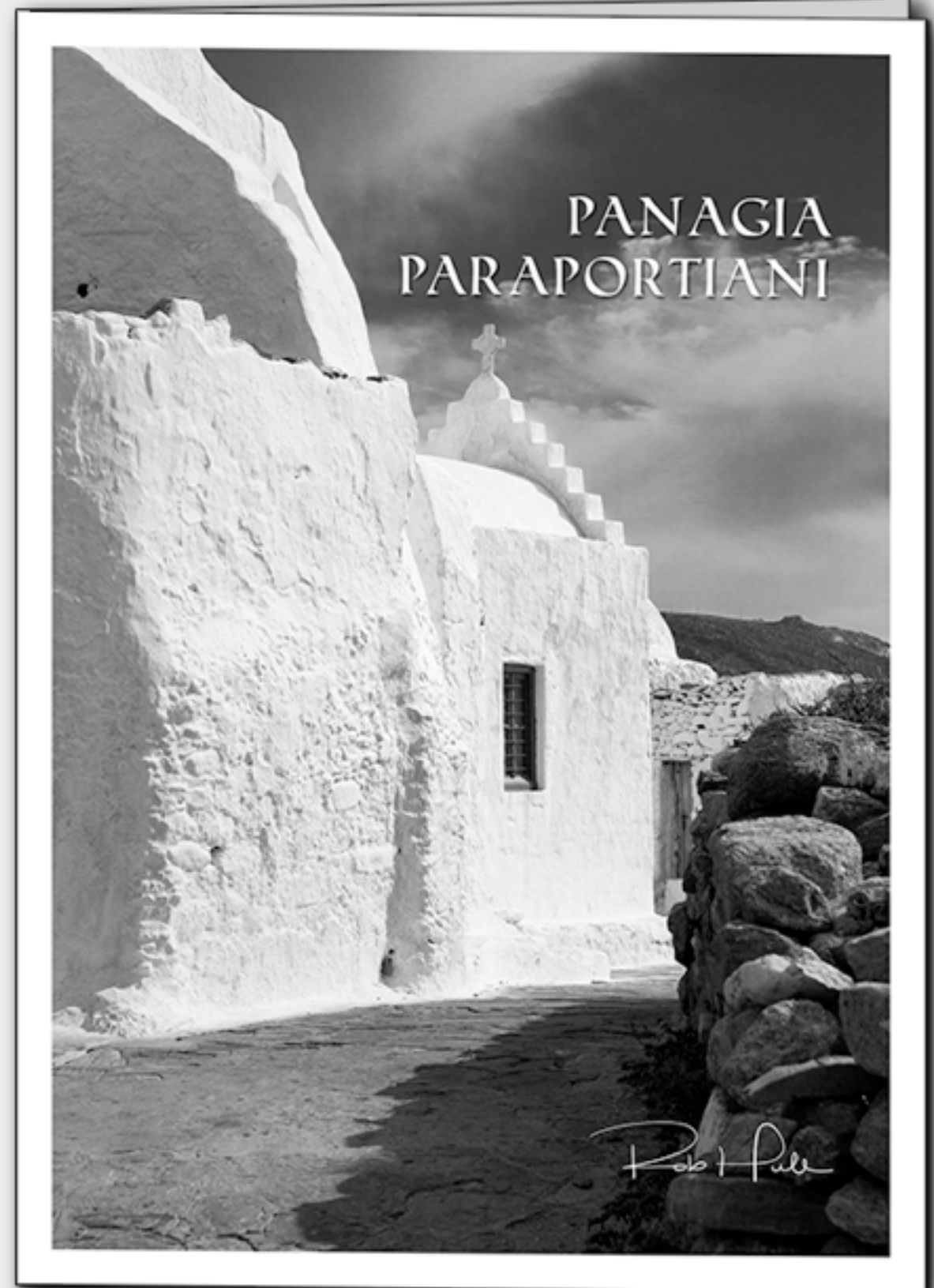


- 1 Top/bottom/left/right margins: 0.12 inch (3 mm) minimum
- 2 Reduced print quality area/top: 1.61 inches (41 mm) minimum
- 3 Reduced print quality area/bottom: 1.46 inches (37 mm) minimum





# card samples





## OFFICERS 2022

OFFICER POSITION	REPRESENTATIVE	REPRESENTATIVE	REPRESENTATIVE
President	Anita Oakley - MARCH	Elisabeth Shore - JUNE	Doug Boone - AUGUST - DECEMBER
Vice President	David Duckworth - PRIMARY	Craig Rowen - Equipment Coordinator/ Back-Up	
Secretary/Treasurer	Brian Clark		
Membership/Marketing Coordinator	Guy Huntley		
Field Trip Coordinators - Co-Chairs	Steven Earles	Jackie Ranney	
Webmaster	<u>Rob Hull</u>		
Newsletter Editor	Nancy Mack		
GSCCC Representative	JD Luttmer		
Photo Contest Coordinator	Debbie Nielsen - 2022		
Refreshments	Linda Grigsby - once we are back in-person		
Slide-Show Coordinator	Ron Maribito		





The Conversation, Nancy Mack

NANCY MACK