Art Cards 220gsm
Fine Art Range

Nowadays it's easy to print cards or invitations from an inkjet printer but when you want to make the very best impression – a truly memorable card for the people most important to you – Innova Art Cards are the best calling card.

Available in two sizes, these cards can be printed in either landscape or portrait layout. Use the flat page size listed below to set up your page size in Photoshop and the user defined paper size in your printer driver. Additional instructions, layout templates and icc profiles can be found at www.innovaart.com

The appealing natural white tone and luxurious, velvety smooth matte finish of Innova Art Cards brings elegance to every message you send. The archival quality, inkjet receptive card is specially coated on both sides, allowing you to print artwork on the front and your message on the inside.

Acid and lignin free this very special inkjet receptive media has been formulated with Innova Art's most advanced coating technology ensuring that your treasured images are brought to life with bright, vivid colours, crisp, clear resolution and fine, subtle details.

The cards are pre-scored with matching envelopes, meaning you can produce mail-ready limited edition fine art cards, announcements and invitations whenever you want them, in quantities to suit you.

Full details of where to buy Innova Art Cards are available from www.innovaart.com

Basic Weight (gsm)	Card: 220, Envelope: 120		
Paper Thickness (Microns)	Card: 325	**Paper Thickness (Inches)**	Card: 0.016
Base Material	Alpha Cellulose		
Coating Type	Matte (2 Side Coated)		
Surface Texture	Slightly Textured		
Whiteness (CIE)	115		
Brightness (TAPPI)	99		
OBA Content	No		
pH	7.5-9.5		
Recycleable	Yes		
Print Settings*	MK Ink, Enhanced Matte or Matte Photo Paper Settings are recommended as a starting point		
Notes	Envelope Style: Pointed Flap, Gummed; 100 Cards and Envelopes Per Box		

*Generic ICC Profiles for selected printer models are available from the Innova Art website.

Sizes	Small: 148x229mm (Folded Size: 114x147.6mm), Large: 187x279mm (Folded Size: 140x187mm

Handling and Storage

- All digital Fine Art Papers and Canvases are fragile and need to be handled with extreme care. Try not to touch the surface of the paper, always hold the paper by the edges and wear cotton gloves if necessary.
- Return unused material to the original box and only store finished prints in archival quality packaging. If mounting or framing, use only archive grade tapes and glues.
- After printing, leave prints open to the air to fully dry (24 hours is recommended). Do not stack prints on top of each other straight away.
- Using a giclée varnish or spray will help protect your print from damage, effects of UV light and environmental attack.

Conditions of Use

- The recomended climate for storage of all papers is 15-20°C, relative humidity of 40-60%. Always store in original packaging, out of direct sunlight and protected from moisture.
- Do not exceed temperatures of 82°C (180°F) when dry mounting.

All recommendations are for your guidance only. These are subject to our test criteria, which remain subject to change without prior notice.

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Step 1:

Download the Photoshop templates from www.innovaart.com/product/art-cards. Alternatively create a new document using the flat page dimensions listed below.

Step 2:

If using the downloaded template turn off or delete the layers with the Innova logos on them - these are on the 'back' of the card.

Switch on the grid View>Show>Grid (View>Grid in some versions of Photoshop), this will help with alignment later on.

Step 3:

Use File>Place to import your desired image file by navigating to where you have saved your image and clicking place.

Step 4:

Use Edit>Transform>Rotate 90° CCW (or Image>Rotate>Layer Left in some versions of Photoshop) to orientate a portrait image with the right hand side of the document. This will be your bottom edge.

If you are using a landscape format image and would like to have a horizontal card use Edit>Transform>Rotate 180° (Image>Rotate>Layer 180° in some versions of Photoshop) to orientate the bottom of your image with the top of the document. This will be your bottom edge.

Step 5:

Use the 'handles' at the corners of your image to roughly size it to the appropriate dimensions. Remember to hold down the shift key on your keyboard to size the whole image proportionately and to resize to the whole image slightly larger than the final required size to compensate for border edits.

Drag your image so that the focal point of your image roughly lines up with the centre of the front of your card.

Press enter to secure your changes to the imported image.

Step 6:

To get an equal boarder around your image use the select the rectangular marquee tool ( ).

To get a border of 5mm on all sides set the Mode (in some versions of Photoshop this is called Style) drop down menu to fixed size. You can find this in the top tool bar.

For small cards set the dimensions to Width: 137.6mm Height: 104.3mm.

For large cards set the dimensions to Width: 177.3mm Height: 129.7mm.

Click on your image once to place the marquee then move the marquee to aline with the grid and get an equal border.

Right click and select Layer via Copy.

Step 7:

You will now have your original image on one layer and a layer above called layer 1.

Switch off the layer containing your original image.

You can also turn off the grid using View>Show>Grid (or View>Grid), this will give you a clearer view of your final artwork.

Step 8:

Add any additional required details to the back of the card you could use the layers containing the Innova logo as a guide.

Save your file, you are now ready to print.

Additional notes:

- To print the inside of the card you will need to set up an additional file and print this separately. Practice with scrap paper first to make sure you are loading the paper correctly.
- ICC profiles are available from www.innovaart.com
- To print you card you will need to set up a custom page size using the dimensions below.

Size	Folded Card Dimensions				Flat Page Dimensions			
	Width		Length		Width		Length	
	Inches	mm	Inches	mm	Inches	mm	Inches	mm
Small	4.5	114	5.8	148	5.8	148	9.0	229
Large	5.5	140	7.4	187	7.4	187	11.0	279

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