

Creating a FlipPix®

Overview

These instructions and the Design Guide are to create a FlipPix print file.

For purposes of instruction, the following conventions apply:

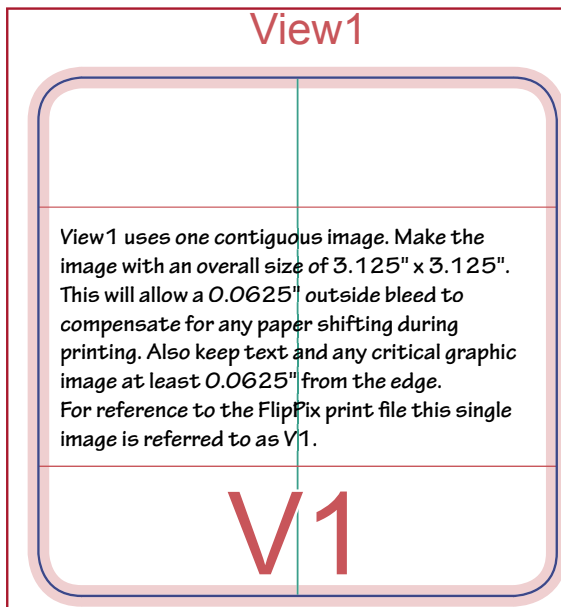
View - This is the overall image that will be seen by the viewer as they flip through a finished FlipPix. Each FlipPix has four views which the viewer cycles through endlessly.

Panel - Each of the four die cut 'Panels' on the FlipPix form. These panels are where the images are ultimately placed for printing.

Segment - Each contiguous portion on a FlipPix Panel. Panels have from one to eight segments.

Die cuts are shown in blue and scores and slits are green.

Bleed margins are shown in red - The background color or pattern should bleed to the full image size of 3.125" x 3.125" and will trim to 3.000" x 3.000". Keep text and graphics inside the margin (2.875" x 2.875") to avoid any clipping due to print/paper registration variation on digital printers.



Design - View1

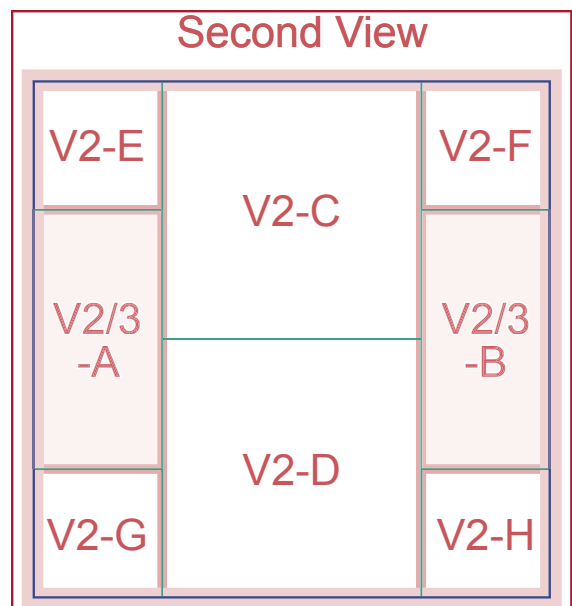
Start your FlipPix design with the First View (View1). This is the opening view for your FlipPix story board.

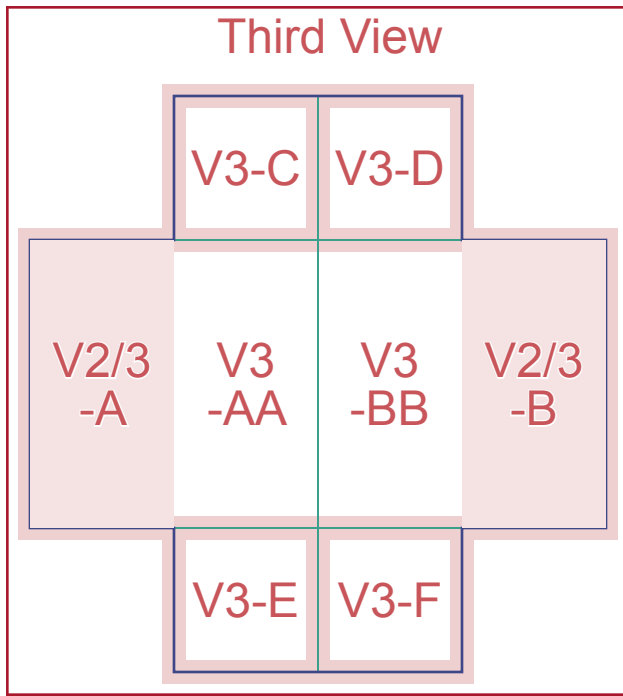
This view is most often a single image with introductory text. This image prints on two contiguous segments so there is no concern for registration. However, some laser printers will not fuse the image across the scores and die cuts so avoid solid coverage in these areas.

Second View

When designing the images and text for the Second View, it's important to note that the Segments V2/3-A and V2/3-B are visible in the Second View however, these two segments are actually created in the Third View.

The four corner panels V2-E, V2-F, V2-G AND V2-H are folded out of view in the Third View. The panels V2-C & V2-D remain intact for printing and may be two individual images or one single image.

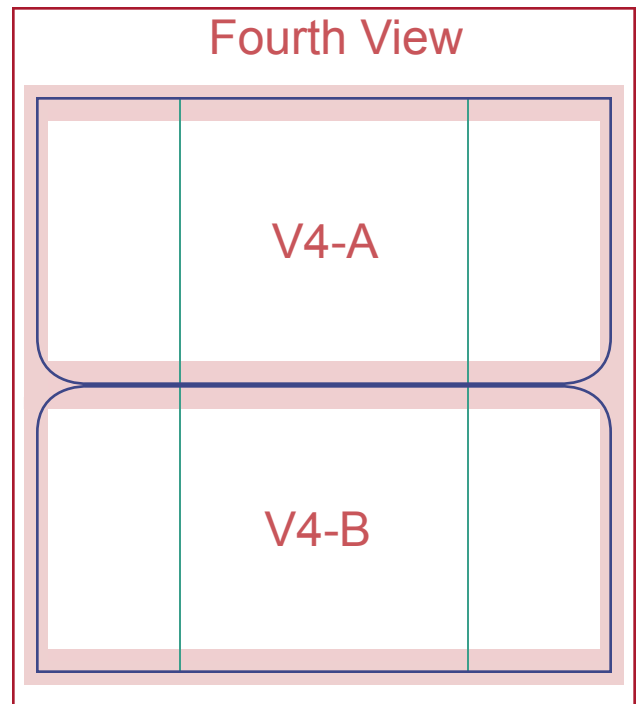




Third View

The Third View shows the segments V2/3-A, V3-AA, V2/3-B and V3-BB in their entirety along with the four small panels V3-C, V3-D, V3-E & V3-F. As noted in view 2, the segments V2/3-A&B will also appear in view2

The Segments V3-AA and V3-BB meet at the center line when the FlipPix is unfolding. These segments are positioned apart from each other in the print file so allow the background to bleed as shown



Fourth View

The Fourth View is comprised of two images (panels V4-A & V2-B) and prints them juxtaposed. The bleed areas are shown on the diagram and explained below.

Bleed Segments (All bleeds are 1/16")

V1 - all around

V2-C & D - can be one image with bleed on left and right edges

V2-E, F, G & H - outer edges

V3-C, D, E & F - outer edges

V2/3-A, B & V3-AA, BB - cut each segment so that the image overlaps at the horizontal center line by 0.0625" (1/16")

V4-A, V4-B - Overlap image segments on the vertical center

Preparing the images for printing

There are several ways to create the print image file. After you have created a few FlipPix projects, you may want to open a print file and modify the images and text to your liking. To make it easier and faster, we have created an action plug-in for Photoshop (version 6 and up) that will convert four individual Photoshop files into a one-page (8.5" x 11.0") FlipPix print file.

To create the four files, just follow the instructions on page 1 and 2 and design four individual Photoshop files - one for each of the four views. Each file **MUST BE 3.125" x 3.125"** at 360 dpi. You can download a Photoshop View Template from the FlipPix folder listed on the last page of these instructions.

If you are using a desktop graphics program (InDesign, Illustrator, CorelDraw, etc.)

you can follow the panel nomenclature shown on the Design Guide and cut and paste (slice and dice) each segment and place them on your print document exactly as show on the Print Image Guide.

Most segments have a 1/16" bleed around the outer edges and others are cut (sliced) with a 1/16" overlap of the image. The overlap permits the images to remain complete and matched when the panels are folded even if the printer feeds the FlipPix paper slightly out of registration. This overlap and bleed is critical if you have continuous tone images that cross over segments. The Photoshop action will automatically perform the proper cut and paste with the overlaps as needed.

Using the Photoshop Action Plug-In

Download the appropriate action file (PC or Mac) from the FlipPix website as indicated in the appendix.

The action file must be copied to your “PhotoshopActions” folder. For most PC users, this file is located in

C:\ProgramFiles\Adobe\
Photoshop6.0\Presets\
PhotoshopActions\

(If you are have difficulty finding it GO TO->Start ->Find/Search ->Files or Folders-> type in PhotoShopActions, or you can search for the action files: *.atn.

After you have placed the FlipPix atn file in your PhotoshopActions folder, open Photoshop and display the Actions palette. (Click on ->Windows->Show Actions)

On the Action Palette flyout menu choose “Load Actions”. Locate and Select the FlipPixV action and Click “Load”. This will place the FlipPix action in your Action List and will remain until you remove it.

To Use the Action

Place the four View files in a folder named C:\FlipPix\

NOTE: All Photoshop images MUST BE FLATTENED before using the Action.

To test the action, you may download the four View files from the FlipPix download site listed in the appendix. Place these four files in your C:\FlipPix\ folder. Open Photoshop, Open the Action Palette, select the “FlipPixV” action, the click on Play. The action will begin and after about 1 minute you will see a new Photoshop file named FlipPix.psd with your print file. Do a test print on a FlipPix form to verify that the images are printing in the correct locations. If not, select “Print with Preview”. Deselect “Center Image” This will permit you to adjust the printing margins “Top” and “Left” so your images print in the correct position on the FlipPix form. You may want to make a note of the adjustment as all future files that you create will need the same margin settings.

Appendix

Description of the files

Action Files:

FlipPixV.atn - For Windows/PC Photoshop 6.0 or greater

FlipPixMacV.atn - for Macintosh

FlipPix sample files for “Say It With Flair” FlipPix:

View1.psd

View2.psd

View3.psd

View4.psd

These Photoshop files may be used to test your Photoshop Action. They are correctly made files in Photoshop.

Instruction and Template Files:

FlipPixDesignInstructions.pdf (this file)

View1Template.psd

View2Template.psd

View3Template.psd

View4Template.psd

These Photoshop files are blank templates showing all the segments for each FlipPix View. Use these templates to create your FlipPix, or create your design in a DTP application and convert to a psd file to use with the action.

FlipPix and other Imprintable products are available from sales@IMCOMinc.com

FlipPix design assistance is available at: FlipPix@SchwartzGroupInc.com