
Personal Greeting Cards

Jane explains to get your artwork onto cards

Jane Denman, Skyblue Art Classes - 31 March 2016



Over the past years we have had a go at getting artwork onto greeting cards. We have had great success with the cards at the Worthing Open Houses in the past so if you are taking part then this is something you might like to consider.

Equally if you are not taking part in the exhibition but would like one of your paintings to go onto a greeting card for friends and family then you might be interested in this too.

Four ways of creating greetings cards from your paintings

1. **Paint or draw an individual small image** straight onto a shop bought blank card (great for one offs). Blank cards are readily available at Hobbycraft and other suppliers such as the Range. Make sure you get some envelopes at the same size.
2. **Print your own images:** Copy the artwork, either by photocopying or scanning. If you are able, reduce the size. If you are not able, copy a small artwork that will fit onto the card. Once you have reproduced the image you can have multiples, cut and glue onto the blank card.
3. **Use a company to create your cards for you:** Copy the artwork with your iPad or iPhone (if using other device check your photos are high quality). Crop the image on your iPad or phone with 'Edit', save the image. Have a look at the following companies online. Don't forget to order envelopes and if possible cellophane bags with your order

Online Card Companies

- Art2Card - <http://www.art2card.co.uk/greetings-cards/>
- Printed - <https://www.printed.com/>

The above I have tried personally, I have also tried Photobox but they seem to be more expensive per card

Check out what you need to do with each company first. Then decide how many cards you would like and follow their online instructions.

4. Local Printers: this is another option which can also be very successful. You might like to take your artwork along with you and see what they can do for you. Say you would like envelopes too.

Things to bear in mind

If you order from a company, order a few more than you think you need. It is surprising how many get given as birthday cards etc and even sales! Don't forget you can often get your name put onto the back of the card with many companies

If you are DIY the card yourself: perhaps get some little labels with your name on it to stick down the plastic cellophane wrapper or write on the back of your card (signing makes it yours). If you are not selling the cards you don't need the cellophane wrappers, it just keeps it all nice and neat.

Get the clearest possible photo to start with: this is the essential part. Ordering 30 blurry cards will put you off forever!

Choice of image for your card: this is also important. Choose one that really stands out from the mantelpiece. You could also consider choosing part of a larger painting (zoom in with the camera). When taking photos, place the painting on the floor in good natural light (avoid sunshine onto the picture). Ensure that you get the camera square over the painting (avoid tombstone effect where the sides slope).

Is it all worth it? We love cards in the UK and art cards sell really well. £2 upwards each with envelope and cellophane. Also friends and family will definitely be impressed!

