Creating Museo Artist Greeting Cards with Aperture 2.0
by Lester Picker and Robert Boyer

DESIGN
1. In Aperture, select the image(s) you wish to use.
2. In the menu bar at the left top of the page, hit New, Book. Aperture will open an "Album" called Untitled Book. Title the book with a name for your gift card.
3. Aperture will open up a 20-page book, which is the smallest number of pages you can order as a book through Apple's book service. However, in this case you are only making greeting cards, so delete the extra pages. **NOTE**: You will need to keep the first 3 pages. You will actually only be using pages 2 and 3 for your card, but Aperture does not allow you to delete Page 1 because it figures you need a title page for your book. In this case, just leave Page 1 blank and work with pages 2 and 3. However, remember when you go to print you will be printing only pages 2 and 3.
4. Using the text box tools, place your inside text on Page 2 (you could place it on page 3, but see later why I recommend you place it on Page 2). You can drag the box to locate exact centers using the guides that Aperture Book provides.
5. Using the picture placement tool AND text tool, drag and drop your image and back-of-card text. Again, use the placement guides for proper location.
6. Once you have your design the way you like it, here's how to print it.

PRINTING
1. Go to Aperture's print menu and select Print Book.
2. On the Copies and Pages dialog, go to Paper Size and click on Custom Paper Size. Put in the exact dimensions of the Artist Card you will be printing and give it a unique name. Now complete the rest of the dialog boxes on that page specific to your printer.
3. When you are ready to print, be sure you select the uniquely named Custom Paper Size.
4. Print Page 2 first. It reduces the risk of the front photographic image scratching during a repeat run-through. **HINT**: Test using a few pieces of paper cut to the exact same size as the Museo cards you will be working with. Make an x in the lower left or right corner of the test pages. That will help you to determine how to position the card for the second run-through.
5. Now repeat steps 1 through 3 and print Page 3, which is the one containing your image.
6. Fold and you're done!

NOTE: If you are frustrated because you cannot get the layout to configure properly to both show the image AND your text on the back side of the card, try this when designing your card… rotate your image 180 degrees, place it on the top portion of the outside of the card and run your text (i.e.: Lester Picker Photography www.lesterpickerphoto.com) straight up on the bottom of the page. When the card is folded both the image and the text will be properly placed.

TIP: If you will be printing 10 cards with the same message, for example, print all the insides first. Then you can flip them over and do the front side with whatever image(s) you wish to use.