

XMPie Training

EDU Tutorial - Part 6 -

Regular font-based ulmage effects

Document version: v2

Software version: v11.3

Published date: February 2023



A CareAR Company

one to one in one™



Notices

© 2023 XMPie®, A CareAR Company. All rights reserved.

U.S. Patent 6948115, 7406194, 7548338, 7757169 and pending patents. JP Patent 4406364B and pending patents.

For information, contact XMPie Inc.

485 Lexington Avenue

10th. Floor

New York, NY 10017

More information can be found at www.xmpie.com

XMPie provides this publication "as is" without warranty of any kind, either express or implied. This publication may contain technical inaccuracies or typographical errors. While every precaution has been taken in the preparation of this document, the publisher and author assume no responsibility for errors or omissions. Nor is any liability assumed for damages resulting from the use of the information contained herein. Changes are periodically made to the information herein; these changes will be incorporated in new editions of the publication. XMPie may make improvements and/or changes in the product(s) and/or the program(s) described in this publication at any time.

XMPie, the XMPie logo, PersonalEffect, uChart, uCreate, uDirect, uEdit, ulmage, uPlan, uProduce, uStore, StoreFlow, Circle, ADOR, XLIM, RURL, Hosted e-Media Express Edition, and the slogan "one to one in one" are trademarks or registered trademarks of XMPie, A CareAR Company, and may not be used without permission. No part of these materials may be used or reproduced in any form, or by any means, without the express written consent of XMPie. To request permission to use these materials, please contact marketing@xmpie.com.

XEROX® and XEROX FreeFlow®, FreeFlow Output Manager® and FreeFlow Process Manager® are trademarks of Xerox Corporation in the United States and/or other countries.

Adobe Acrobat, Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Photoshop and Adobe After Effects are trademarks of Adobe Systems Incorporated.

SQL Server, Windows Server, Windows, Microsoft Office, Microsoft Excel and Microsoft Access are trademarks or registered trademarks of Microsoft Corporation.

Mac OS is a trademark of Apple Computer, Inc.

ComponentArt is a trademark of ComponentArt Inc.

Other trademarks and service marks are the property of their respective owners.

Contents

About this tutorial	4
Target audience	5
Document structure	5
Reference materials	5
Prerequisites	5
Module 1:	
Introduction and overview	6
Duration	6
Objectives	6
Procedure	6
Unzip and review the contents	6
Download and install the font needed for the sample	6
Confirm the image size needed for the InDesign document	7
Open the sample Photoshop file	7
Customer requirements / tutorial objectives	8
Tutorial tasks	8
Module 2:	
Creating the effect in Photoshop	9
Duration	9
Objectives	9
Procedure	9
Adding a point text layer to the Photoshop file	9
Using Photoshop blending options to create a more realistic effect	10
Save your document	11
Module 3:	
Exporting a Document Package	12
Duration	12
Objectives	12
Procedure	12
Exporting the XMPie DPKG	12
Where to now?	14
Review and extra exercises	15
Review questions	15
Additional exercises	15
Exercise 1	15

About this tutorial

Congratulations on your selection of XMPie uCreate Print for your Variable Data Print (VDP) needs.

The XMPie EDU Tutorial is a series of tutorials that together will provide a thorough introduction to VDP techniques using Adobe InDesign and XMPie uCreate Print.

The EDU Tutorial is divided into different sections to enable you to quickly jump forward or backward to find help to learn different aspects of the product functionality:

- Part 1 - Project planning, preparation and gathering
 - Understanding the project
 - Checking the available data
 - Checking the available image and text file assets
 - Planning what content objects are needed to achieve the desired outcome
- Part 2 - Basic VDP job
 - Linking to your data source
 - Placing Text and Graphic Content objects into the InDesign document
 - Managing text copy fitting and dynamic graphic fitting
 - Creating your first VDP output
- Part 3 - Using rules and logic
 - Introduction to the Rule editor
 - Functions and how to use them
 - Creating rule or logic
- Part 4 - Introducing more content object types
 - Creating and using Visibility, Style and Text File content objects
- Part 5 - Barcodes
 - Creating and using print barcodes
- Part 6 - ulmage regular font effects
 - Creating a font-based ulmage template with Adobe Photoshop
 - Creating a ulmage Document Package
 - Optimization techniques
- Part 7 - ulmage image font effects
 - Creating an image-font-based ulmage template with Adobe Photoshop
 - Creating a ulmage Document Package
 - Optimization techniques
- Part 8 - Using the ulmage package in uCreate Print
 - Linking InDesign and uCreate Print to the ulmage package
- Part 9 - Table Content objects and uChart
 - Linking to secondary data sources
 - Table Content objects
 - Adding uChart to the document
- Part 10 - Working with uProduce
 - Creating Campaign- and Document-packages
 - Uploading packages to the uProduce Dashboard
 - Processing the document on the server
 - Working with Circle

Target audience

This tutorial is designed to provide basic information, step-by-step instructions, and sample materials for self-learning. Should you require more visual assistance, there are accompanying videos available at <http://campus.xmpie.com/s/uCreatePrint>.

At the end of this Tutorial, there are review questions, and suggested exercises to build on the skills outlined in the tutorial.

The content is designed for customers who have bought XMPie uDirect or PersonalEffect and wish to learn how to use XMPie's ulmage product to create personalized image templates for use together with uCreate Print and VDP production.

It is expected that the reader will already have a basic working knowledge of Adobe Photoshop. If not, it is recommended to first complete some basic Photoshop training for example, courses with Adobe: <https://helpx.adobe.com/indesign/tutorials.html> or a 3rd party organization such as Lynda.com: <https://www.lynda.com/InDesign-training-tutorials/233-0.html>

Document structure

This tutorial uses the following icons to draw your attention to special key items to help you identify the information you are looking for when completing the tutorial.



Additional information and notes

This is an example of additional information and notes.



NOTE: Special attention and warning

This is an example of special attention and warning.

Sections of the tutorial which require hands on action will be highlighted with the following icon.



Step by step instructions

This is an example of step by step instructions.

Reference materials

- ulmage User Guide (Access via the help menu on the Dynamic Content menu).
- uCreate Print User Guide (Access via the help menu on the Dynamic Content menu).
- uCreate Print Tutorial videos (Access at <http://campus.xmpie.com/s/uCreatePrint>)

Prerequisites

This tutorial assumes that you:

- Are familiar with Photoshop CC,
- have Adobe Photoshop CC2022 or later installed (trial version is acceptable), and
- have XMPie uCreate Print installed. (ulmage is installed as part of uCreate Print)

Module 1:

Introduction and overview

In this module, we download and unzip the tutorial resource files. We will investigate the provided files, and get ready to start work in Photoshop. This overview will also describe what we want to achieve in this sample tutorial.

Duration

About 5 minutes

Objectives

After completing this module, you will be able to:

- Download and unzip the provided sample Photoshop file,
- Download and install the sample font,
- Check the required image size and resample if needed, and
- Understand the expected outcome of the tutorial.

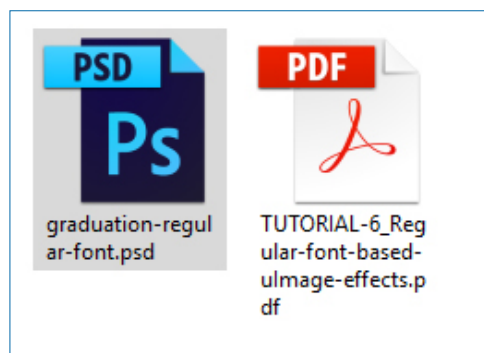
Procedure

Unzip and review the contents



Step by step instructions

Unzip the resources package. You should see the following files:



Download and install the font needed for the sample



Step by step instructions

Launch an internet browser and navigate to <http://www.dafont.com>.

Search for the font called **Loose Typewriter**.

Unzip the file, and copy the font to the folder relevant to your operating system:

C:\Program Files\Common Files\Adobe\Fonts (for Windows), or

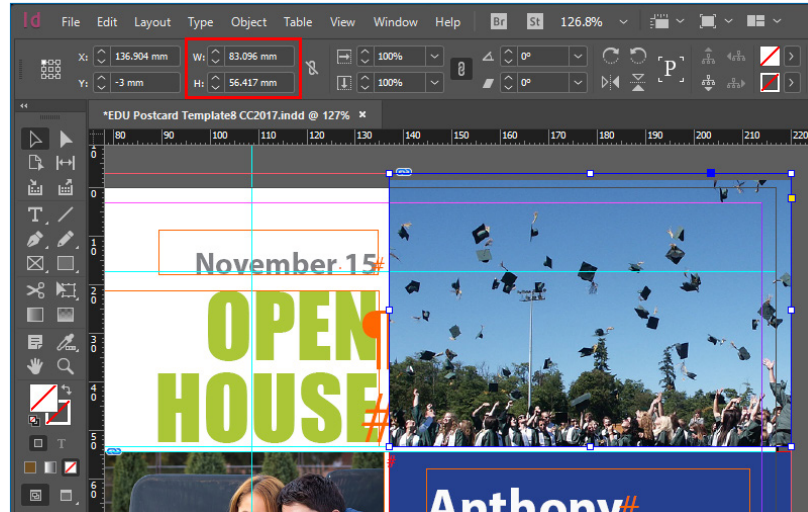
/Library/Application Support/Adobe/Fonts (for Macintosh)

Confirm the image size needed for the InDesign document

To ensure the best image production performance, it is recommended to create your ulmage templates at the right size and resolution.



Step by step instructions



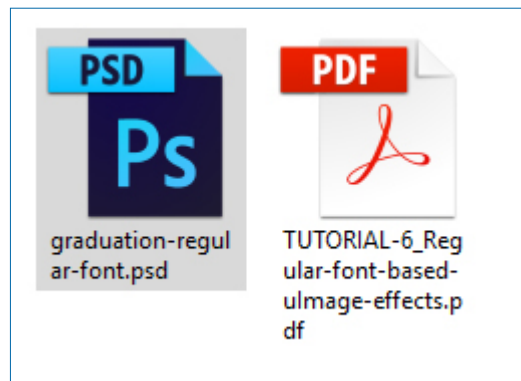
In the previous tutorials of this series, we have been working with the **EDU Postcard Template InDesign** file.

Open the document and use the **Selection** tool to identify the **width** and **height** of the image we want to replace with ulmage.

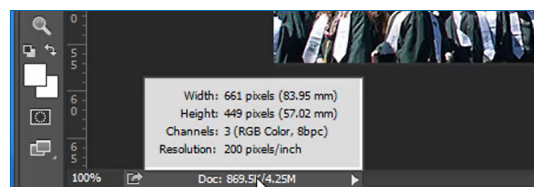
Open the sample Photoshop file



Step by step instructions



Open the **graduation-regular-font.psd** Photoshop file.



Click and hold the document size information to view full details of the image size and resolution.



Additional information and notes

For this example, the image size is almost the same and there is no need to resample the Photoshop file, but you should bear this in mind for your future ulmage templates.

Customer requirements / tutorial objectives

Our customer - EDU University - want the mail piece to cut through the mailbox clutter. Students will receive a lot of material from different universities at around the same time, so they want their postcard to have some visual interest and hopefully be remembered/recalled by students.

In order to do this, we are suggesting to include a personalized Image effect created with ulmage



The effect we will create is to add the student's firstname into the image as if it was skywriting.

Tutorial tasks

- Creating a text Tag layer in Photoshop (page 9).
- Exporting the XMPie Document package (page 12).

Module 2:

Creating the effect in Photoshop

Duration

About 10 minutes.

Objectives

After completing this module, you will be able to:

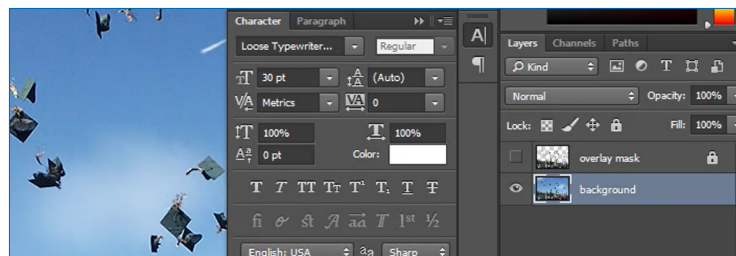
- Use point text in Photoshop to create a tagged layer, and
- Experiment with Photoshop blending effects to create a more realistic effect.

Procedure

Adding a point text layer to the Photoshop file

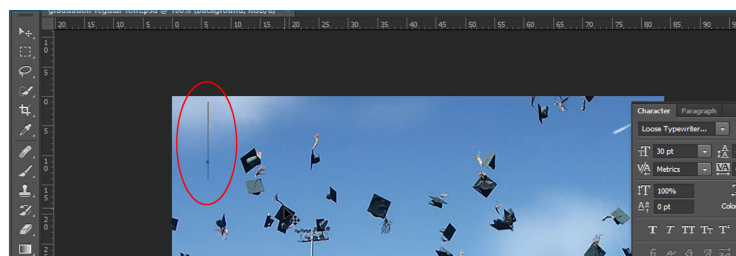


Step by step instructions

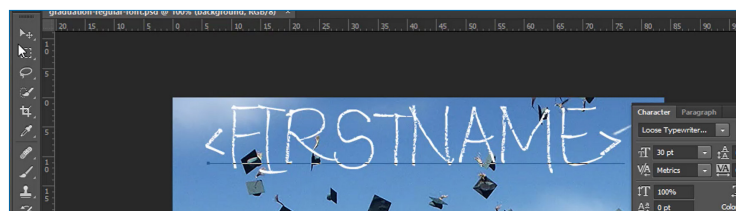


Open the **Character Styles** panel from the **Window** Menu.

Set the font to **Loose Typewriter**, and size to **30pt**.



Select the **Horizontal Type Tool** and click in the image area to place the point text cursor.



Type the < (less-than) character, the word **FIRSTNAME** and the > (greater-than) character.



Additional information and notes

The < and > characters are used to identify or "tag" the text for ulmage to replace.



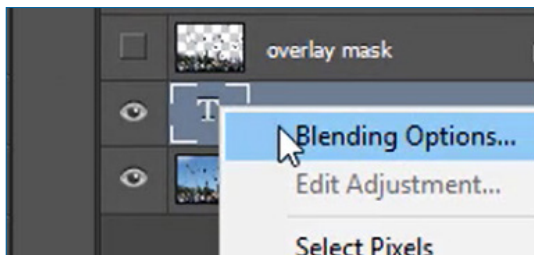
Additional information and notes

The < and > characters are also used to identify the left- and right-most position of the text for copy fitting. For example, if you want to allow the text to take up more space in the image, you can enter . (full stop characters) after the less than sign to push the characters further apart <....FIRSTNAME>

Using Photoshop blending options to create a more realistic effect

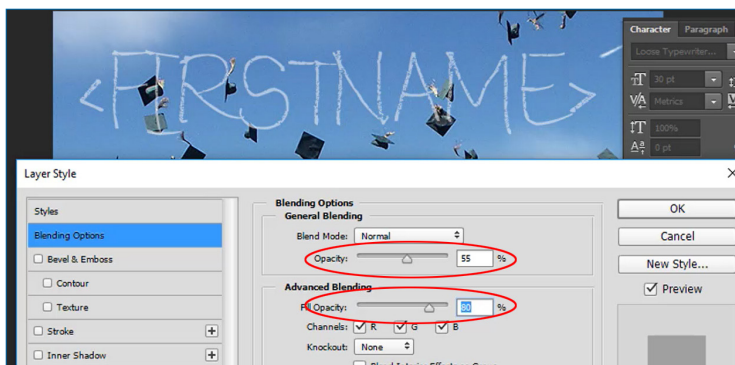


Step by step instructions



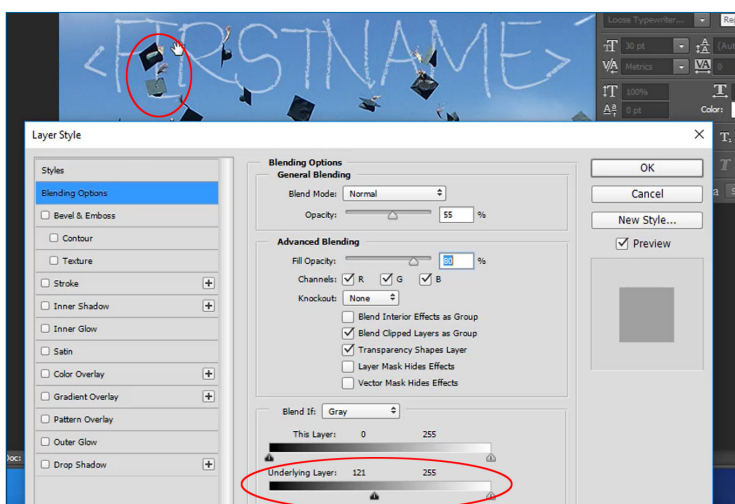
Open the **Layers** panel from the **Window** menu.

Right-click on the new Text layer, and select **Blending Options**.



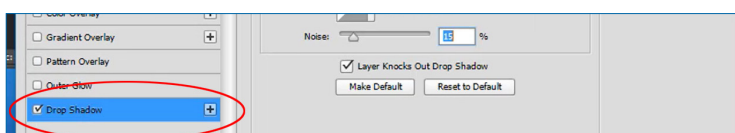
Slide the **Opacity** down to **55%**.

Slide the **Advanced Blending** down to **80%**.

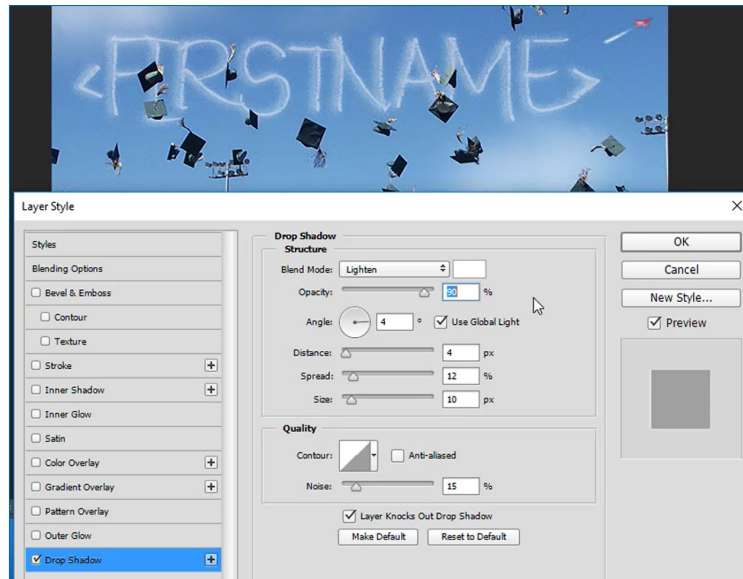


In the **Blend if** area, move the **Black Underlying Layer** slider to the right until you see the font disappear when it is over a dark area of the background image.

A setting of about **121** is required.



Check the box to turn on **Drop Shadow** and click the tab to display the settings.



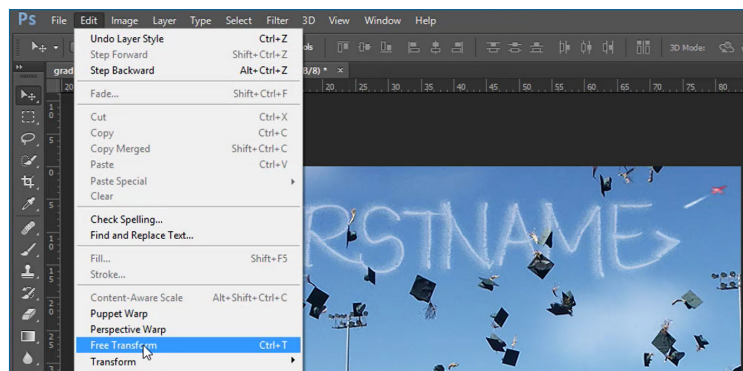
Set the **Blend Mode** to **Lighten**.

Set the **Color** to **white**.

Set the **Opacity** to **90%**.

Adjust the **Distance**, **Spread** and **Size** until you get a nice result. I have used **4px**, **12%** and **10px**.

Click **OK**.



Select **Free Transform** (**Ctrl+T**).



Rotate the text slightly, and position it where you want it to appear.

Save your document



Step by step instructions

Save your Photoshop file. If you wish to repeat the tutorial in future, you may want to use **Save As...** so you can return to the original sample file.

Module 3:

Exporting a Document Package

Duration

About 5 minutes.

Objectives

After completing this module, you will be able to:

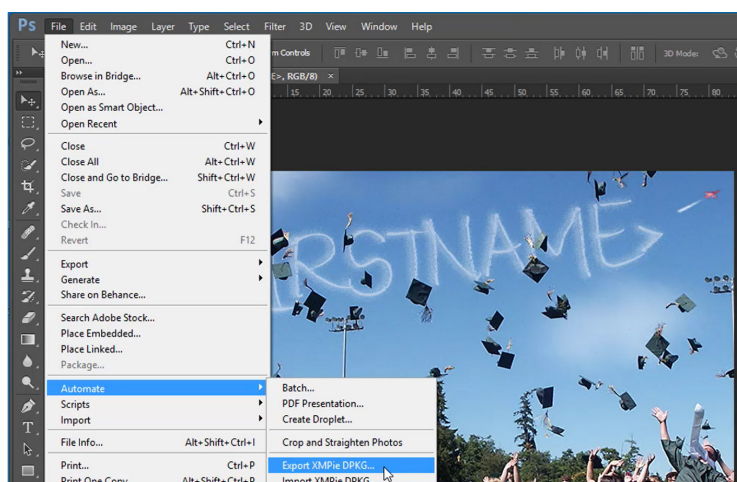
- Export an XMPie Document Package (DPKG) for a Regular (font-based) ulmage effect.

Procedure

Exporting the XMPie DPKG

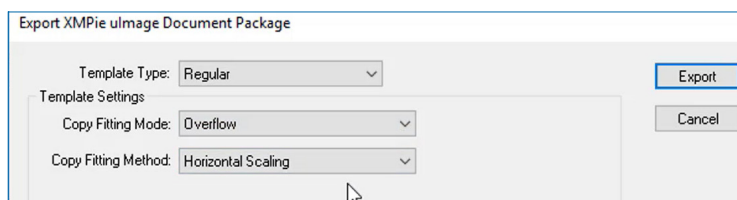


Step by step instructions



From the Photoshop **File** menu, select **Automate**, and then select **Export XMPie DPKG...**

Browse to choose a location to save your Document Package and enter a suitable name for the package. By default the package name will be the Photoshop file name.



Set the **Template Type** to **Regular**; **Copy Fitting Mode** to **Overflow** and **Copy Fitting Method** to **Horizontal Scaling**.



Additional information and notes

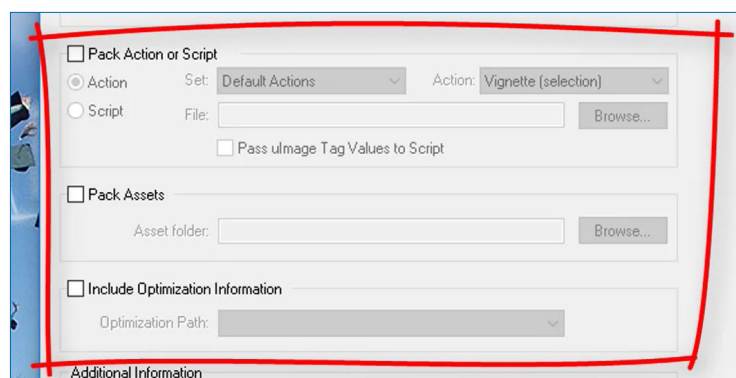
Copy Fitting Mode allows you to control when copy fitting will be applied:

None	Underflow	Overflow
Font will be the size and scale of the first letter "<".	If text does not fill the space between < and > font size/scale will be increased.	If text does not fit in the space between < and > font size/scale will be reduced.



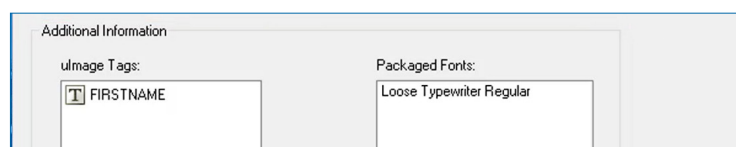
Additional information and notes

Copy Fitting Method allows you to control how to change the font:



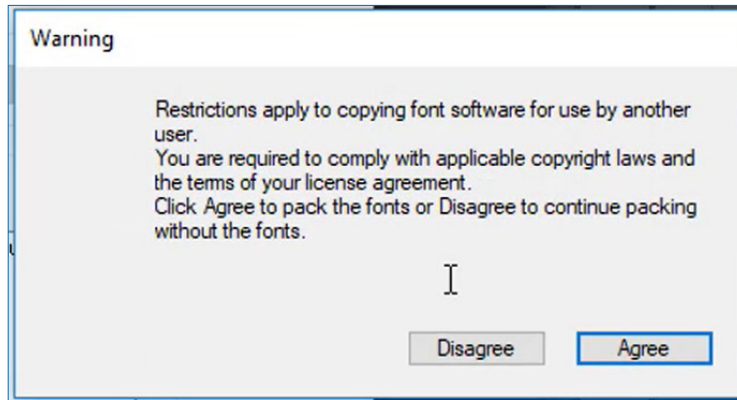
For this example, we do not need to use any other settings.

For more information on these settings, please refer to the ulmage User Guide.



The **Additional Information** area shows the text **Tags** and **Fonts** that will be packaged.

Click Export to save your Document Package.



Click to confirm that you have license to copy the fonts.

Where to now?

Now that you have created your Document package, it can be used to create personalized images with uCreate Print or the XMPie uProduce server.

To learn how to use the package with uCreate Print, continue on to Tutorial 8.

Review and extra exercises

To consolidate your understanding of the topics covered in this tutorial, please answer the following review questions, and complete the additional exercises:

Review questions

What is the main reason for using personalized images in a marketing campaign? (Page 8)

.....

Overflow copy fitting will not change the font if a short name fits within the < and > characters. True or false? (Page 13)

The Document Package will include the necessary fonts. True or false? (Page 14)

How can you adjust the text layer so that the < and > characters start and end where you want them? (Page 10)

.....

Where do you find the Export XMPie DPKG menu? (Page 12)

.....

Additional exercises

Exercise 1

Open one of your Photoshop files and create a Point Text layer using the < and > tags.

Adjust the text layer to suit your photo.

Export a new XMPie Document Package to test in uCreate Print.