

XMPie Training

EDU Tutorial - Part 7 -

Image font 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
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:	
Placing the smart objects in Photoshop	9
Duration	9
Objectives	9
Procedure	9
Adding the smart objects to the Photoshop file	9
Tagging the layers for ulmage	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),
- have XMPie uCreate Print installed. (ulmage is installed as part of uCreate Print), and
- ulmage license must be installed. (It is not possible to use ulmage Trial for image font effects.)

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:

TUTORIAL-7_Image-font-ulmage-effects.pdf	16/10/2017 3:37 PM	Adobe Acrobat D...	2,925 KB
graduation image font.psd	21/08/2017 9:08 AM	Adobe Photoshop...	2,442 KB
assets	21/08/2017 9:23 AM	File folder	
002d.psd	21/08/2017 11:22 AM	Adobe Photoshop...	28 KB
0027.psd	21/08/2017 11:19 AM	Adobe Photoshop...	35 KB
a.psd	21/08/2017 9:23 AM	Adobe Photoshop...	62 KB
b.psd	21/08/2017 9:26 AM	Adobe Photoshop...	62 KB
c.psd	21/08/2017 9:43 AM	Adobe Photoshop...	53 KB
d.psd	21/08/2017 9:49 AM	Adobe Photoshop...	58 KB
e.psd	21/08/2017 9:56 AM	Adobe Photoshop...	55 KB
f.psd	21/08/2017 9:58 AM	Adobe Photoshop...	47 KB
g.psd	21/08/2017 11:05 AM	Adobe Photoshop...	61 KB
h.psd	21/08/2017 10:26 AM	Adobe Photoshop...	65 KB
i.psd	21/08/2017 10:29 AM	Adobe Photoshop...	54 KB
j.psd	21/08/2017 10:32 AM	Adobe Photoshop...	57 KB
k.psd	21/08/2017 10:40 AM	Adobe Photoshop...	54 KB
l.psd	21/08/2017 10:10 AM	Adobe Photoshop...	52 KB
m.psd	21/08/2017 11:14 AM	Adobe Photoshop...	64 KB
n.psd	21/08/2017 10:19 AM	Adobe Photoshop...	55 KB
o.psd	21/08/2017 9:48 AM	Adobe Photoshop...	54 KB
p.psd	21/08/2017 10:56 AM	Adobe Photoshop...	54 KB
q.psd	21/08/2017 10:21 AM	Adobe Photoshop...	56 KB
r.psd	21/08/2017 10:44 AM	Adobe Photoshop...	66 KB
s.psd	21/08/2017 10:06 AM	Adobe Photoshop...	53 KB
t.psd	21/08/2017 10:09 AM	Adobe Photoshop...	50 KB
u.psd	21/08/2017 10:59 AM	Adobe Photoshop...	55 KB
v.psd	21/08/2017 11:00 AM	Adobe Photoshop...	49 KB
w.psd	21/08/2017 11:17 AM	Adobe Photoshop...	59 KB
x.psd	21/08/2017 10:47 AM	Adobe Photoshop...	58 KB
y.psd	21/08/2017 10:50 AM	Adobe Photoshop...	49 KB
z.psd	21/08/2017 10:54 AM	Adobe Photoshop...	58 KB

In addition to this PDF tutorial, the files include a main Photoshop template and a folder of image letter assets.



Additional information and notes

In order to create an image font effect with ulmage, you need to create images for each letter character that you expect to need. For example, the provided assets for this tutorial include the letters a to z and the hyphen (minus sign) and apostrophe characters.



Additional information and notes

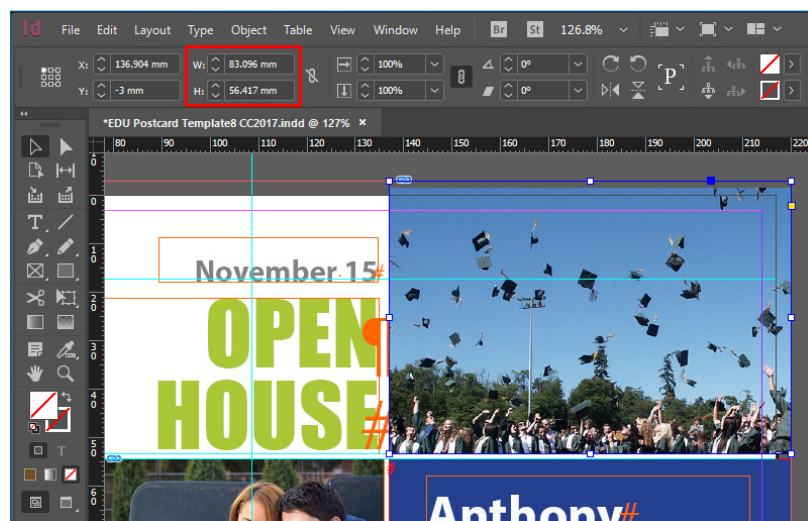
Non "a to z" characters need to be named by the Unicode value of the character. For example, the apostrophe character is 0027 in Unicode.

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.

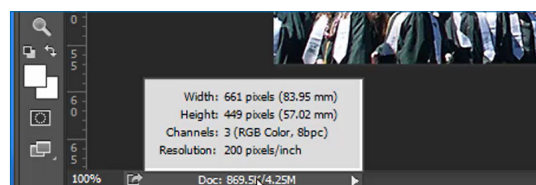
Open the document and use the **Selection** tool to identify the **width** and **height** of the image we want to replace with ulmage.

Open the sample Photoshop file



Step by step instructions

Open the **graduation-image-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 bare 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 formed by the mortarboards thrown in the air.

Tutorial tasks

- Placing and positioning the smart objects in Photoshop (page 9).
- Renaming the smart object layers (page 10).
- Exporting the XMPie Document package (page 12).

Module 2:

Placing the smart objects in Photoshop

Duration

About 10 minutes.

Objectives

After completing this module, you will be able to:

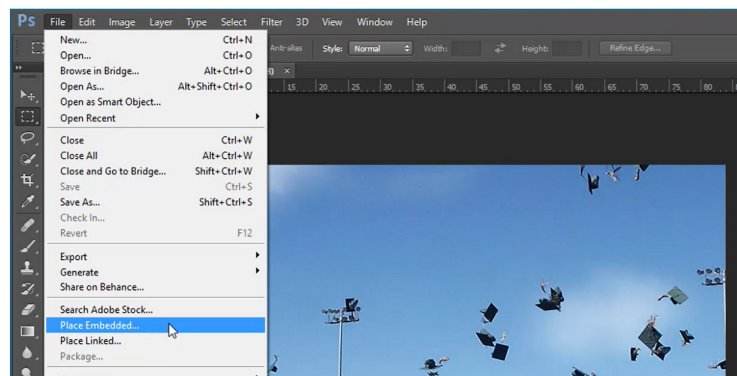
- Place images into Photoshop to create smart objects,
- Experiment with Photoshop positioning and filters that can be placed onto smart objects to create a more realistic effect, and
- Name the smart object layers in a way that ulmage can replace the image contained in the layer.

Procedure

Adding the smart objects to the Photoshop file

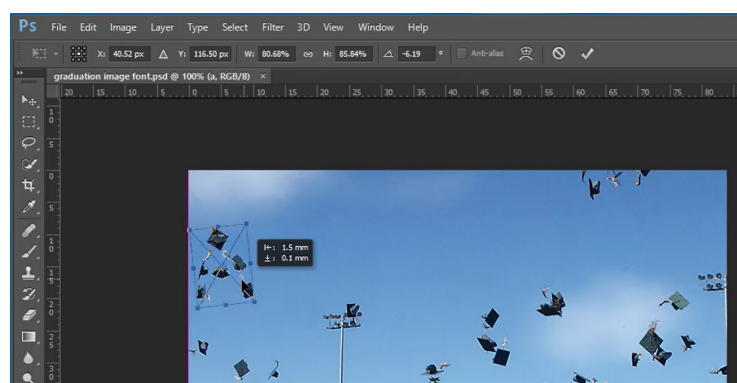


Step by step instructions



From the **File** menu, select **Place Embedded...**

Browse to the **assets** folder and select one of the letter images. (It does not matter which letter image you choose.)



Change the size, rotation and position of the first letter.



Repeat the steps to place and position additional letter images into the image. You should be able to place 8 letters into the image.



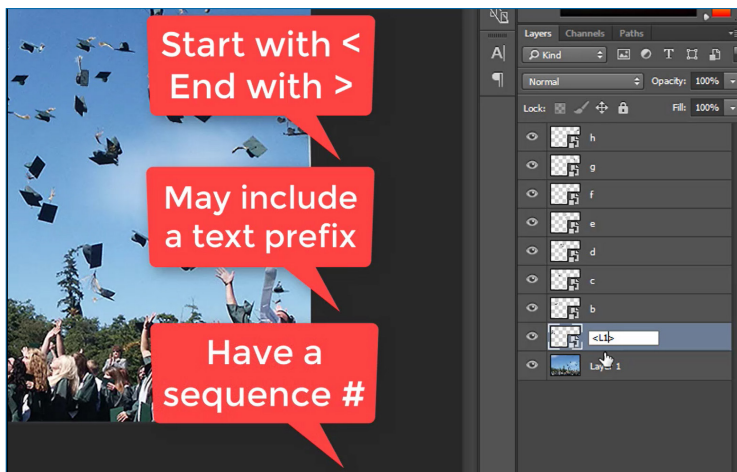
NOTE: Special attention and warning

Do not copy and paste or duplicate an existing letter. You must place each letter into the image separately using the **File > Place Embedded** menu.

Tagging the layers for ulmage



Step by step instructions



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

Double-click on the text part of the layer name.

Rename the first layer **<L1>**

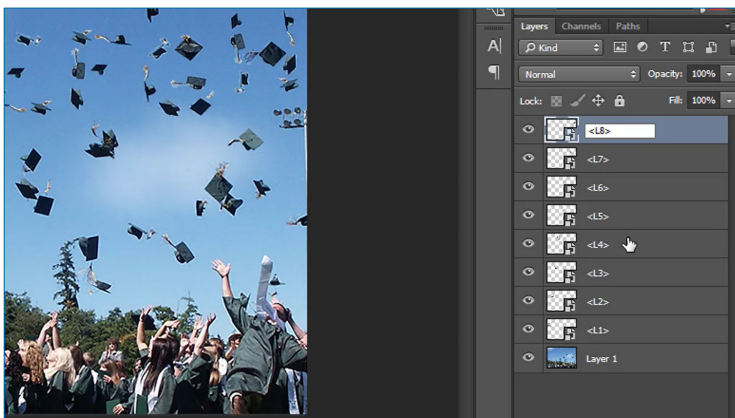
Repeat for the second layer naming it **<L2>**

Repeat for each layer increasing the sequence number.



Additional information and notes

The layer name needs to start and end with the **<>** characters to be seen as a tag by ulmage. Each layer needs to be numbered sequentially from the first letter to the last. The layer name can include a text prefix. I generally use **L** to represent "letter".



When completed all layers should be tagged and numbered.

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:

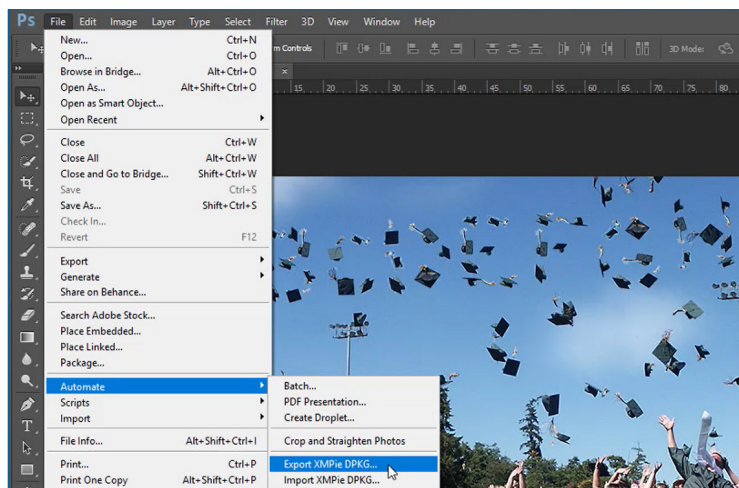
- Export an XMPie Document Package (DPKG) for an "Image font" based ulmage effect.

Procedure

Exporting the XMPie DPKG

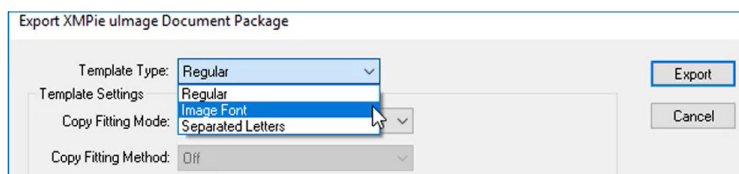


Step by step instructions

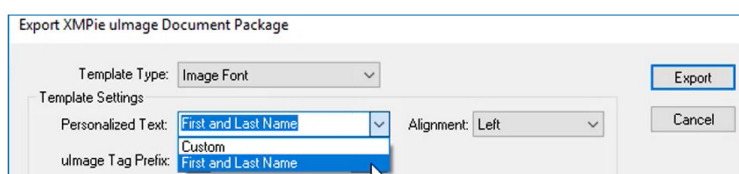


From the Photoshop **File** menu, select **Automate**, and then select **Export XMPie DPKG...**

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 **Image Font**.



Set the **Personalization Text** to **First and Last name**.



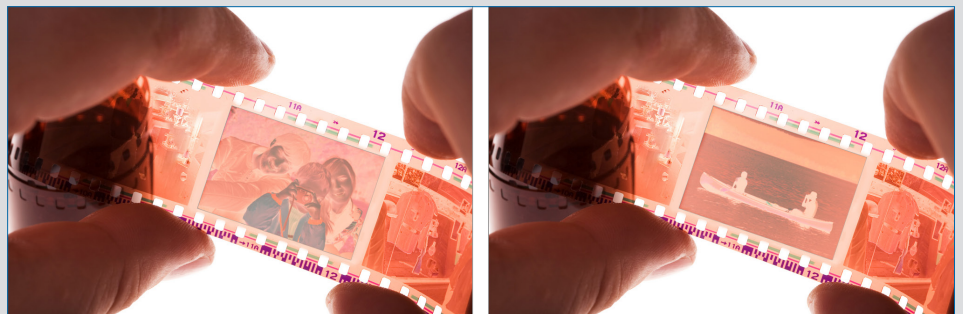
Additional information and notes

The Personalization Text field is allowing you to choose between pushing one database field or two fields into the image.

Custom = 1 database field.

Firstname and lastname = 2 database fields.

Using the first and last name option automatically looks for asset images for each letter in the recipient name processed by uCreate Print or uPlan. While using the Custom option will look for an asset image with the name that you chose with uCreate Print or uPlan logic. The example below shows different holiday images added as smart objects to the background image with ulmage.



Additional information and notes

When you select the Firstname and Lastname option, ulmage will evaluate the number of letters in the two database fields and the number of smart object layers in the Photoshop file and select to use:

1) If firstname and lastname will both fit in the image:

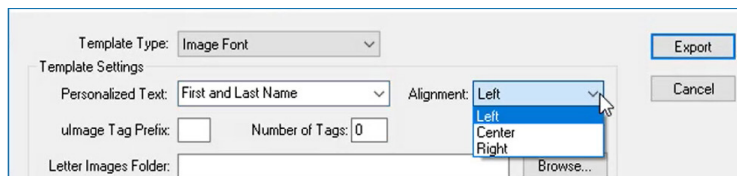
	A	B
1	Firstname	Lastname
2	Joe	Sim
3	William	Smith
4	Constance	Brown
5		

2) If only firstname will fit in the image:

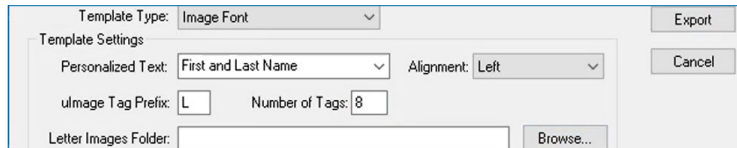
	A	B
1	Firstname	Lastname
2	Joe	Sim
3	William	Smith
4	Constance	Brown
5		

3) If firstname will not fit, ulmage will use the first and last initials:

	A	B
1	Firstname	Lastname
2	Joe	Sim
3	William	Smith
4	Constance	Brown
5		

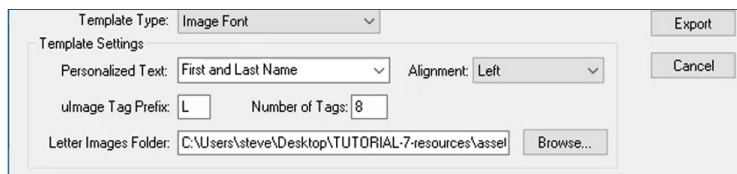


Select how to align the text.
For this example, I will choose left.

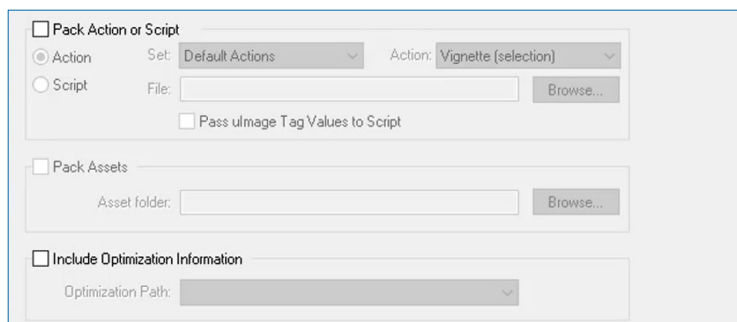


Enter the **Tag Prefix** if you used one when naming the layers.

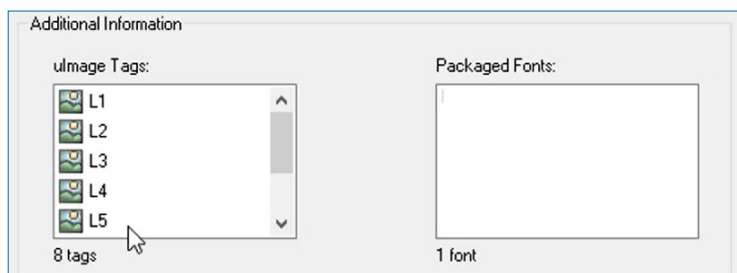
Enter the **number** of images or Tag layers you created.



Click **Browse** and select the folder containing the asset images.



Actions, scripts and optimization are not required for this example. Please refer to the ulmage User Guide for more information on these settings.



After setting the Tag prefix and Number of tags, you should see the tags listed in the Additional Information Area.



Additional information and notes

If you do not see ulmage Tags listed in the Additional Information area, you have not named the layers correctly with the <> characters, or you have not set the correct Tag prefix or Number of Tags values.

Click **Export** to create your XMPie Document Package.

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)

.....

What will happen if the name in the database will not fit within the number of smart objects in the Photoshop template? (Page 13).

.....

How do you name asset images for European accented characters? (Page 7).

.....

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

.....

Additional exercises

Exercise 1

Think of an image concept where letters could not be created with a font. For example, pebbles on beach, autumn leaves on grass, M&Ms or Jelly Bean candy spilt on a table...

Find a background image (beach, grass, table) and create your overlay letter images (snap some photos or create the images manually in Photoshop) for all A-Z letters and repeat the tutorial using your images.