

*“Art washes away from the soul
the dust of everyday life.”*

– Pablo Picasso



Metromoheim Museum - West Wing Gallery

100 Metromoheim Avenue, New York, NY

www.metromoheimmuseum.org | (555) 123-4567



*Happy
New Year!*

Join Us in the New Year

As the seasons change, so does the art that enriches our lives. This year, we invite you to explore a world of creativity and connection at the Metromoheim Museum's upcoming seasonal exhibits.

Let the artistry of Colette D., Arturo F., and Wei X. awaken your senses and spark new perspectives. Together, let's celebrate the beauty of expression and the stories that art brings to life.

Featured Artists and Collections:

Colette D. – *Portraiture & Flora Fusion*

Arturo F. – *Face Yourself*

Wei X. – *Angles of Color*

Thank you!

Your valued support as member of the Metromoheim community enables us to bring the work of extraordinary artists to life and share it with the world.

Here's to a year filled with inspiration, creativity, and connection. Happy New Year from all of us at the Metromoheim Museum!

Warm regards,
The Metromoheim Museum Team

From Screen to Print: Perfecting My New Year's Greeting Card

The printing process had a huge impact on how my design turned out, especially when it came to colors and overall quality. To start, I added 0.125 inches of bleed and extended the green background on the front of the card beyond the edges to prevent any white borders if the trim was slightly off. It's such a simple step, but it makes a huge difference in creating a polished final product.

I worked in CMYK to ensure the colors on my screen matched what would come out of the printer. I also made sure color image minimum resolution was at least 300 dpi.

When I ran the preflight check, a handful of errors popped up—five to be exact—all tied to color and image resolution. First, the logo was flagged as RGB instead of CMYK, but that was a quick fix. I converted it to CMYK, and the issue was gone. Next, I swapped out the image and logo for higher-resolution versions and made sure the image mode was set to CMYK as well.

The image and logo were still throwing resolution errors, so I clicked on “Info” and followed the recommended steps. That took care of three of the five issues, which felt like a small victory; however, two pesky image resolution errors are still hanging around, and I'm not quite sure how to fix them just yet. If anything, it's a good reminder that even small details can take some extra problem-solving to get just right.

To get the card print-ready, I paid close attention to the details, making sure everything important was well within the safe margin so nothing would get accidentally trimmed. Then, I exported the design as a high-quality PDF with crop marks and bleed settings, plus packaged the InDesign document and compressed the folder into a ZIP file making it as close to ready to roll as I possibly could.

Works Cited

Rand, Igor. A Woman with a Leaf on Her Head (Hide-and-Seek).
Unsplash, 8 May 2022, <https://unsplash.com/photos/GW6oe1W-Sp0>.
Accessed 30 Oct. 2024.