

How to create business cards manually in WordPerfect without using a template Project

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If you need business cards with a more customized design than those you can create with WordPerfect's Business Card Project, you can *manually* create a business card with the procedure outlined below. (Note that you can still use the Project in order to stimulate ideas about your own design, or to simply copy and paste a Project card's logo image to your own card.)

Once you create the first card – the *master* card – it can be instantly duplicated with the author's LABLCOPY macro (<http://wptoolbox.com/library/LablCopy.html>) to create one or more sheets of 10 business cards per sheet.

The sample card below will be used to illustrate a procedure that is outlined in detail on the following pages.



For your own cards, you can use different images (or none), mixed font typefaces (experiment with non-standard types) and sizes, and other colors. You can use text boxes (which can be dragged into position and even rotated), tables (with or without borders or fills), columns, or any other formatting tool that WordPerfect offers.¹

For the purpose of explaining this procedure, let's keep it relatively simple and use a standard font (Times New Roman) with some changes in font size and color and some typesetting commands from the Format menu.

Important: Some format measurements might need to be “tweaked” (or converted to Metric) when you create this card on your own system. However, the general method should work on any system.

¹ Don't make the card too “busy” or “scattered.” The Flotsam & Jetsam sample on this page might, in fact, give that appearance since it uses all four corners of the card as well as the center, so try aligning all text along a common axis and put related items in closer proximity, perhaps with smaller fonts (white space is your friend, here). You could also set the graphic as a dim watermark behind all text. For more design help, consider a book such as *The Non-Designer's Design and Type Books* by Robin Williams. (*Two* books in one volume, published by Peachpit Press, 2007.) It is a very good, easy to read and entertaining reference for those of us who are not professional designers of cards, stationery, brochures, and similar items.

Procedure

1. Open a new, blank document with **File, New**. Open Reveal Codes with **View, Reveal Codes**. (Tip: As you work, save frequently.)
2. To create the first card – the “master” -- you will need to start a *label definition* at the top of the page.

The word “label” is slightly misleading here. You might expect it to be “card,” since you want to create business cards, but *both* labels and cards are listed in the same WordPerfect Format module. So here we’ll use the accepted phrase, *label definition*.

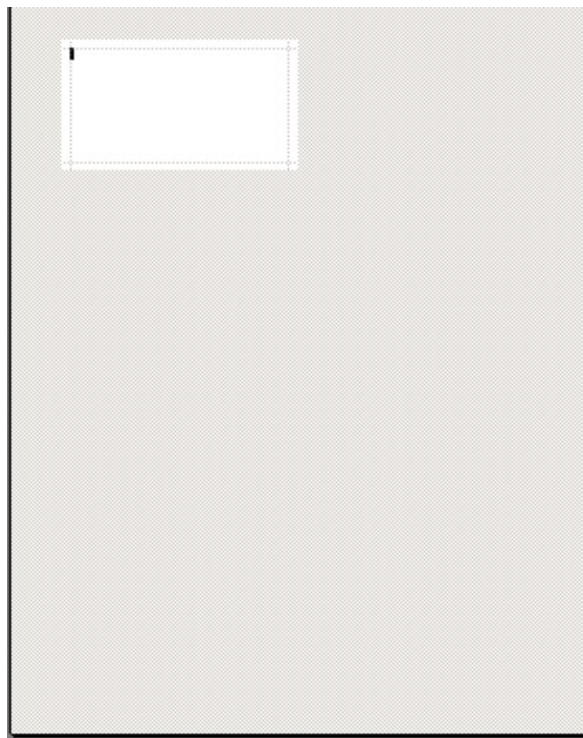
“Definition” refers to the fact that you need to first load a *defined* set of *page measurements* that WordPerfect can use to set up the business card on its own separate area of the screen, called a “logical page.”

To WordPerfect, labels – which includes business cards and several similar items such as badges, post cards, and name plates – are *logical* pages that will be automatically aligned side-by-side or top-to-bottom by the program when you choose a label definition with Format, Labels. When you duplicate the first card (we’ll discuss this later), they will be printed on one or more *physical* pages – the card stock you insert into the printer.

For most business cards, you will want WordPerfect to create 10 logical pages on one physical page, but there are times when you may need fewer cards. More on this later.

3. Let’s assume you would like to use Avery® brand ink jet card stock #8371 (almost any other business card stock with 10 cards per page will do for illustration purposes), and you want to use the same format as the sample card above.

Click **Format, Labels** and choose “**Avery 8371 Business Cards**” from the list, then click **Select**. A small, card-shaped white area should appear on the upper left of your screen, surrounded by the (typically gray) workspace background:



The white area is the logical page where you will create the first business card. You can

increase the zoom level with **View, Zoom** to more easily work on the card. (Margin Width is a good zoom setting. A large image of the logical page is preferable to a small, hard-to-see image.)

If you look in Reveal Codes you will see two new codes: [Paper Sz/Typ] and [Labels Form]. These make up the *label definition*.

4. Notice that the logical page has four faint, gray margin lines, called *margin guidelines*. These can be dragged with your mouse by passing your mouse over a margin guideline and when the cursor turns to a double-headed arrow (where each arrowhead points away from a vertical line, indicating available drag directions), you can left-click and drag the margin.

If margin guidelines are not visible, enable the **View, Guidelines, Margins** option.

Some business cards might not show margin guidelines if the cards are designed to print text right up to the edge of each card. You can still set page margins manually with **Format, Margins**.

5. **Drag** the left margin guideline inward until the left margin is set to 0.25 inches. Do the same with the right margin line: drag it inward to set the right margin to 0.25 inches.
6. **Drag** the top margin guideline upward to the minimum amount; drag the bottom margin downward downward to the minimum amount.
7. **Choose a suitable graphic image**, if desired. The logo on the sample card was inserted from the clip art catalog in WordPerfect X3 with **Insert, Graphics, Clipart** (image #G0909102), then the image was resized to 1" wide by right-clicking on it and choosing **Size** from the context menu. (The height was set to Maintain Proportions.) Choosing **Position**, then selecting "Attached box to - Page" (i.e., "anchored" to the page with the checkbox, "Box stays on page"), the image was repositioned so that it was 0.150" from the Right Margin and 0.100" from the Top of Page, and choosing **Wrap** -"Behind Text" made it easy to add text below it without interfering with the image. Position your own image according to your preferences.
8. Next, add the text.
 - a. For the person's name, set the text size for the person's name and title with **Format, Font** to 9-point (select it and make it bold with <Ctrl+B>). Click **OK**.
 - b. Next, position the person's name and title downward on the card with **Format, Typesetting, Advance** and choose "Vertical position - From top of page." **Uncheck** the box, "Text above position" and set the measurement to 0.200" inches. Click **OK**.
 - i. In the example card, the person's name and title were "stretched" a bit with **Format, Typesetting, Word/Letter Spacing**, and setting letter spacing to 125% of optimal. If you like the effect, do this now.
 - c. Click **Format, Paragraph, Format**, and set the "Spacing between paragraphs - Number of lines" to 0.8 and click **OK**. This will "close up" subsequent paragraphs.
 - d. **Type** the person's name, press <Enter> to enter a [HRt] code and go to the next line.
 - e. The person's title was indented horizontally from the left with the **Format, Typesetting, Advance** tool. Click on "Right from insertion point" and set to 0.200". Then click "Down from insertion point" and set to 0.050".
 - f. **Type** the person's title, and, as in the example card, the title was selected (double

click the title) and set in 7-point font with **Format, Font, Size**. Click on the **Italics** box, then press **OK**.

- i. Note: Instead of using a horizontal Advance setting, you can use spaces, tabs, or no indentation at all. Or, you can put both the name and title in a borderless table or text box to help align the text.
- g. Move the cursor past all codes with the **right arrow** key. Press **<Enter>** to move to the next line.
- h. For the business or company name:
 - i. Click **Format, Typesetting, Advance** and set the vertical position down “From top of page” to 0.800”. Again, uncheck the box, “Text above position.” Click **OK**.
 - ii. Click **Format, Font**, and choose a **Size** of 14 points, check **Bold**, then **Small Caps**, and choose a **Color**. Click **OK** to return to the business card screen.
 - iii. **Type** the business or company name (the sample card uses two lines separated with a hard return for the company name).
 - iv. Press the **right arrow** to skip past any remaining codes (i.e., past the [Sm Cap] code), then press **<Enter>** to go to the next line.
 - v. Another simple way to “open up the lines” between the name and the company motto – besides using the Typesetting tool to Advance downward – is to set the *paragraph spacing* to something other than its current setting. [Each line that ends with a hard return (or style that ends with a hard return) is considered to be a paragraph.] Click **Format, Paragraph, Format**, and set the “Spacing between paragraphs - Number of lines” to 1.2. Click **OK**.
 - vi. Change the letter spacing of the motto with **Format, Typesetting, Word/Letter Spacing** to 120% of optimal. Click **OK**.
 - vii. Click **Format, Font** and set the **Size** to 7 points and check the **Italic** box. Click **OK**.
 - viii. Type the motto (if any), then press the **right arrow** key once to skip past the terminal [Italc] code. Press **<Enter>** to go to the next line.
- i. For the address, phone, and e-mail:
 - i. Click **Format, Typesetting, Advance** and set the vertical position “Down from insertion point” to 0.200”. Click **OK**.
 - ii. Click **Format, Justification, Left**, then **Format, Font, Small Caps**, then choose a color such as black, then click **OK**.
 - iii. **Type** the one-line street address, then (don’t skip past any codes) click **Format, Line Flush Right**.
 - iv. **Type** the telephone number (select it and make it bold with **<Ctrl+B>**, and increase the size to 8-point), then press **<Enter>** to go to the next line.
 - v. **Type** the city, state, etc., then click **Format, Line Flush Right** and type the e-mail address.

- vi. Proofread the card, adjust colors, etc. Save the card with **File, Save**.
9. Duplicate this master card – *which should be entirely on one logical page* – to fill up the Avery sheet by playing the LABLCOPY macro.

A less reliable alternative is to select the master, copy the selection to the clipboard, go to the *very bottom* of the master, press <Ctrl+Enter> to create a new logical page, paste the clipboard contents there, and repeat the process. You probably will be more pleased with the results and ease of use of LABLCOPY.

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