
Print Your Own Stationery with Katharine Watson

Chapter 1 - Print Your Own Stationery

Overview

(bright music) - Hi, I'm Katherine Watson. I'm an artist and printmaker and I'm going to show you the basics of printmaking for stationery. So, in this class, we're gonna walk through printing that is intended for a finished product. We're gonna do some cards and some other stationery-based products and get your mind working about different products that you can printmaking for. This class is designed for people who have some printmaking experience already, so if you're brand new, you'll wanna go back to my daily challenge and start with the basics. I'll guide you through how to design, carve, and print three different projects. We're going to do a folded thank you card that could be used for a gift or personal stationery, we're going to make a monogrammed flat card and we'll design and print a custom bookplate. If you've been struggling to find personalized stationery, or you want more ideas for printing on products, I'm gonna show you how in this class.

Materials

- To make your personalized stationery, you'll need some basic block printing materials. For these projects, we'll be using soft cut, so you'll start with three five by seven blocks, which we'll cut down to size. You'll need a ruler, either a set of Speedball carving tools. I will also be using some file brand tools, but those are completely optional. The Speedball tools will definitely be good enough for this project. We've got some pencils and pens, a white Signo pen, different size Sharpies, and then for this class, we'll be using the Caligo Safe Wash ink. So that's an oil-based ink that cleans up with soap and water, and I love using oil-based ink for my print making because you get a much smoother print and this one is a great product because you don't need to use mineral spirits. We're gonna be using a blue ink for all three of these projects, but you can feel free to use any darker ink color that you like. You'll also need a brayer and a spoon if you don't have a baren, but I prefer using a baren. We'll need scissors, tracing paper for our transferring, a sheet of plexiglass for printing. For cleaning up, you'll need a razor scraper, some gloves, and some dish soap, and then for our printing surfaces, we have a five and a half by eight and a half adhesive label, and then we have a set of A2 flat cards and an A2 folded card, and A2 envelopes. You'll also want some painter's tape and don't forget to print out your pdf.

Thank You card

Transferring your design

- For our first stationery product, we're going to be working on a folded card. So we're gonna do a thank you card, and you're welcome to swap out this text, if you like, and do something more custom and we'll get to that in a minute. For this folded card, we're gonna be working with an A2 size. So when you are looking at greeting cards, you'll notice that there is an A before the size, so there is A2, A6, A7, and we're gonna work with A2 because it's basically a half of an eight and a half by 11 sheet, so this is a piece of eight and a half by 11 card stock that I cut in half, and then when you fold that in half, you'll have a standard A2-sized card. You can also buy these pre-folded at stores like Paper Source or you can buy card stock that you cut down to size yourself. And I really like this

size because it's standard. You can find an envelope to go with it, and it's also big enough that you can fit a nice image on there, but not so big that you have a ton of space to write your message. We have this PDF provided, so this is what I'm gonna be working from, and this box is fit to the A2 size, so we're gonna work within that, and I'm gonna work with this image. If you'd like to say thank you on your card, but do your own image around the text, you can use this and then just draw your own border around it on a blank sheet of paper, or if you would like to print out your own message and say something completely different, this is a size 34 font and you can use anything in the 30 to 40-point range is gonna be a good size to carve. You don't wanna go too small to start with because the smaller you go, the more complicated it is to carve it away. And you'll start to get not a very clean impression if you go with really small text. So start with something around this size, around a size 34, and you can print that out from your computer. And then we're gonna work with a blank sheet. You can also, if you would like to use your handwriting or do hand-lettered text, you can feel free to do that. So design your card on here if you're doing your own imagery. And we're gonna be working to start with with our image the right way around, so you don't need to worry yet about reversing your text. And if you're doing your own design, just fill up this page and you want to avoid shapes that are too tiny for this. Since we're making a finished product versus an art print, you don't want to have any details that are too tiny because as you print the same block multiple times, you might end up losing some of those tiny details as you go. So keep the shapes a little bit bigger and you can just fill up this border as you want. And once you have your design ready, you're ready to transfer it onto the block. So I'm gonna keep going with this PDF. You're welcome to do that, as well. So I'm gonna take a sheet of tracing paper, and a regular pencil. I like to use any kind of soft pencil, any regular pencil is fine. You might want to stay away from a mechanical pencil. Sometimes, those get too sharp and it can puncture through your tracing paper when you're doing the transfer. And I always start with the border, just so I know exactly where my image is supposed to be. That will help you transfer it, and then if you slip while you're transferring it, you can easily line that back up. I like to start with the text. So I'm just gonna go over that with my pencil. And whatever you put onto this tracing paper is gonna transfer onto the block. So just get all the little details. If you have any small pieces that you want to make sure transfer, just make sure you're copying those onto your tracing paper. Then when you have your text ready to go, you can move out to your imagery. And then as you're drawing this, if there's any changes you wanna make to your design, you can do it at this stage. So if you want to move some of these leaves around, just draw out what you actually want on your block. You don't have to worry too much if it doesn't match your original sketch if you want to make any changes at this stage. And you'll notice that the pencil smudges easily on the tracing paper, so try not to smudge it too much with your hand as you're sketching. Sometimes, I like to freehand the design onto the block. If I'm drawing with text, I never freehand that onto the block because it needs to be reversed, but if I want to just make up the border design as I go, I'll just transfer the text only and then draw the border design straight onto the block, but it's really hard to transfer text freehand, so I don't recommend that. When you've traced out your whole design, you're ready to transfer that onto your soft cut block. So I have this precut down to 4.25 by 5.5 inches. That's A2 size, and this will come in a five by seven. You can work on the five by seven or you can cut it down before you start. Either way works. I've got my tracing paper ready to transfer. Going to take that and then this is the part where we flip the text backwards, so you have the text normally set out here on your tracing paper. You're gonna turn it over so that the part that you drew on is touching the block, and line up that border. If you haven't cut down your block to A2 size yet and it's still five by seven, just make sure that it's

centered in your block. And when you've got it in place, just take your pencil and start scribbling over the back to put pressure and you'll transfer those pencil marks. And you can just check it to make sure it's transferring. Hold it while you do that, so you're not slipping around and just keep scribbling over. You can do this with a pencil, or you can do it with the back of a spoon or the back of a pen, anything that will put pressure and transfer that pencil mark. I like to use pencil because then I can see where I've transferred. If you're doing it with the back of a spoon or something that doesn't leave a mark, you're not always completely sure that you've gotten everything covered. Okay, then you can just give it a quick check, make sure everything is transferred and you're ready to peel off your tracing paper. So I'm going to go over it with a pen. I usually do this with a Sharpie for bigger carvings, but because we have a lot of fine detail in the text, I'm gonna use a ballpoint pen. And I like to go over it just because the pencil will start to smudge a lot as you start carving and you'll end up with a big mess, so something a little bit more permanent like a ballpoint pen or a Sharpie is gonna help you know where you need to carve. And you'll see now that our text is backwards, so when we print, everything is gonna be a mirror image of what we see now, so you want to make sure that your text is reversed from the way you want it in your finished product. I'm just gonna draw over the pencil with my ballpoint pen and you wanna stay really close to what you transferred, so just go over those lines and you'll still be able to see the pencil. This is just a guide in case you end up rubbing away too much pencil. And when I'm working on a block that has text, I always start with the text first. And that's because it's really hard to fix text if you make a mistake. So if you carve out one of these letters, it's very hard to make it look good again. Just keep tracing around with your ballpoint pen and then you're ready to start carving.

Carving

- We're ready to start carving our image. And I always want to start carving the text first if I'm working with text on a design because it's the easiest to make mistakes on and there's not really a way to fix it if you do make a mistake. So, if you carve out too much of a letter or you accidentally do the wrong carving on a letter, there's not really a way to fake that and put it back together so you often have to throw out the block if you make a mistake on the text. And because of that I like to do that first so I'm not doing a ton of unnecessary work around the text if I'm gonna end up throwing that out. So, I do the hardest part first, the text, and I like to start in the middle and work out if you have any smaller details. Start with the T. And you're gonna use your very smallest tool, that's your number one or whatever smallest tool you have in your set. And you need to be really careful here that you're not taking off too much. So give nice firm pressure. You wanna push down fairly hard, but do it really slowly. And this is gonna be complicated, so if you make mistakes, just keep trying. And if you're finding that you're having a really hard time, you can just practice a little bit maybe on a block that doesn't have all of your border sketched out already if you're having trouble with this. And just try and carve with small lines with even pressure. Nice and slow. And these little corners are always a little bit tricky so just put your knife right at the corner and go down. And this is where the Sharpie is really gonna come in handy. So I've got my two sizes, you can use your regular Sharpie or your bigger Sharpie just to check the work that you've done already. Just lightly color it in and you can see how your letter is starting to take shape. Now that we have Sharpie on there, you can see that I didn't take enough away from this corner of the T. So I'm gonna go back in and just take little bits away. Being really careful not to take away too much. And you'll notice that this is complicated, which is why I do it first. And sometimes you might take off a little bit if it's just a tiny bit too much. You can just go in and thin out the line a tiny bit more. Or

even out that angle just a little bit. And just keep in mind that this is going to look hand carved at the end, it's not gonna look like a computer printout of text. And that's not really what you're going for either. So, it doesn't have to be completely perfect as long as you have all of the outlined carved away. So we're done with that for now, we're gonna come back in later and take away a little bit more of the background. But we're just focusing on the outlines for now. And you can see why that ballpoint pen is helpful now, it's getting smudgy around the T with the pencil and the Sharpie. So it's nice to have the ballpoint pen as a reference. So I carved out a square around. And then I'm gonna go in and just take away a little details really carefully. And this, like I said, is gonna take a lot of practice, so don't be too hard on yourself if it's not looking great. Just keep going. And if it's not perfect, you might wanna just keep going with this block instead of trying a new one. You might find that when you print it you kind of like that it looks a little bit uneven or a little bit more handmade. We're not going for a perfect computer font on this. And then we're gonna go into this triangle in the A, these are always complicated 'cause you need to just be super delicate. And if you're finding this complicated and you're rethinking it, feel free to rethink your design and make the text bigger if this is not working for you. But with a little bit of practice you should be able to go slowly and carve out this image. Once I finish this A I'm gonna go over both of these letters with Sharpie. It looks pretty good. It's not perfect, but it definitely looks like an H and an A. So you can go in and make that a little bit wider if you want. You can take a little bit more off here. And onto the next. And then go into that point just like with the A. Being careful on that little triangle here. And so we've only had straight lines up to this point so it's basically just a series of little straight lines until we get to the curves on the O and the U. If you completely messed up your text by now and you still wanna use that border you could just scrape away all of this text in the middle and write something in after you print it. If you don't wanna throw away the whole block. But I encourage you to just keep going slowly. Check it with the Sharpie. That looks pretty good. It's a little bit uneven on this end but that's okay. I'm just gonna come in and straighten that line a little bit. And then we're ready for our second line of text. Starting with the Y. Okay, and now we're ready for our first curves line. So, the way I do that is just I put my knife in so it's about to start carving, and then I just gently rotate the block. And you wanna take this part really slow. Okay. And then go do the same on the inside. And carve a little bit more away there. And I'm gonna check it with the Sharpie before I take too much away. At this stage I don't have perfectly clean lines and there's a little bit that I'd like to clean up, and that's okay for now. We're gonna keep going with our small tool and then come back in with a slightly larger tool in a minute and clean that up. So onto our final letter. I'm gonna do the same on this curve. Just start carving and then turn the block slowly to get that curved line. All right. I have my outline text so now I'm gonna take a slightly larger tool. I'm gonna use the number two from the speed bowl set. And I'm just gonna go over those lines again, basically doing a second outline with a little bit of a thicker line. I'm gonna take my slightly larger tool and just start taking away some of that negative space. Remembering to carve away from yourself. And if you are having any difficulty with this material feel free to go back to the daily challenge class where I have lots of tips about starting with this soft cut. So just keep moving through the letter with the slightly larger tool. And we're just taking away the background space right now. But as you do that you can clean up your letters a little bit. Going really slowly, and you'll start to see the shape emerge a little bit better once the background is away. And if you want to, you can take your big Sharpie at this stage just lightly go over that area. And I think that T looks pretty good. We can see a little extra right here, so I'll take that out. But other than that I think that looks like a pretty clean T. Again, it doesn't look like as perfect as a computer printed T, but that's

not really what we're going for. So it's okay if it's a little bit more hand-drawn looking. So just follow those lines with a thicker tool. And you can even use a slightly bigger tool, this is the number three, if you wanna scoop out that area. Be really careful there. And just be really intentional about what you're taking out and trying not to let your tools slip. This is where you can see it. The pressure is on to keep it looking good. 'Cause if we slip on that H now this is not really usable. So I'm gonna go back to my smallest tool, I just wanna clean up that a little bit. Sharpen that corner. And there, I think that H is looking pretty good. It's a little smudgy from the Sharpie but I think it'll print clearly. And we can always come back in and edit a little bit later if we want to. So just keep moving through each letter. Not looking for it to be perfect, but if you can read the message then you're doing well. Okay. So I have all my larger outlines carved away. Now we're gonna go in and take away more of this negative space in the background. Again, going really slow. And just make sure you're not taking away any of these border shapes that you wanna save for later. So avoid carving that away. And as you're doing this you can go back and edit your letters as needed, so I still think this Y looks a little bit thicker than I want. So I'll just take away a tiny bit of that while I'm working on the background. And you can just use your fingernails to pick out the little pieces if they're sticking on there. We're working on soft cut with this card but if you're working on linoleum it's gonna be the exact same process. Just take it slow and keep working from the smallest details to the larger details. And then once you have your background mostly carved away, making sure not to go into any of this border image, you can take your Sharpie one more time and just go over it again and see that you've gotten rid of all those little bits on the side. Now I can see I need to take away a tiny bit there. And just keep doing that Sharpie and carefully carving away the details until you're happy with the way that it looks. If you've made it through the text, congratulations, that was the hardest part of this block. So now we're ready to get started carving the border. I'm gonna start with my smallest tool, the number one, and just start outlining all of this leaf pattern. And on this part, you don't have to be as precise as the text, so it's gonna feel more relaxing after carving that word out. And just go around, you can use your number one or your number two for this, but I like to start with a smaller tool. And we're just gonna work on the detail and then come back to the background after. Eventually we wanna have all of our background carved away. So just like we did with the text, we're gonna start with the smaller tool and then work towards the bigger tools to carve away the background. So as you're carving, it's important to be able to fix mistakes as you go. And just kind of stay flexible with the design so if you take a little bit too much off just. Smooth that out. If you take an entire leaf off, or if you make a big gouge, you can try and think of ways to bring that into your designs. So, maybe you wanna take away a few more leaves around the block to make it look intentional or take off that whole branch and then leave some negative space. But if you make a mistake somewhere other than the text, it's helpful to try and think about a way you can fix that design and make it look like you intended to have that slip up. So here I'm gonna take, oops I went too far in. Just keep that curve going. Smooth that out, we can take a little bit more off down here. And you won't be able to tell that you mess that up a tiny bit. And let's say you carve a chunk out of your leaf, maybe you wanna go ahead and carve a little bit out of every leaf so it looks like part of the design. So just keep thinking about ways that you can make it look like you meant to have that slip up instead of throwing out your whole block and starting over. And you wanna be really careful when you're carving close to the text that you don't end up nicking that and taking out a little chunk. I've done that many times before and it's really sad to get this far in and then make a mistake on your text. So just try and be really careful when you're carving near the letters. Our outlines are finished. So now we're gonna move onto our slightly bigger tools and just start working away at this

background negative space. And, again, we wanna go really carefully when we're carving out background that's around the letters. And I'm using not my biggest tool for this, I'm using the number three, so a little bit bigger. But since we have such a tightly packed design there's not a ton of large areas to carve away so I'm just slowly carving away this negative space. And there's some here that I wanna take out. And we're almost finished with the carving, so you're almost there. And I like to, again, rest my finger on top of the blade if I'm working on a really small area where I need extra control. It's not as likely to slip as if you're just carving with one hand like this. So I keep a finger on top and that will help and it won't slip as much. And then if you have bigger areas near the edge you can grab your bigger tool. This is the number five. And just take away that.

Printing

- Our block is carved and ready to print, and we're gonna start printing on our A2 cards. So we have the plexiglass and our roller, and some Safe Wash ink that's gonna clean up with soap and water. And I'm using the blue ink 'cause I think it will look really nice against the white paper. And the first thing we're gonna do is set up our registration marks. So this is a little bit different when you're printing on stationery. And usually if you're making a product like this, you're gonna want to print a lot of them, maybe you're giving out cards as gifts or you're printing Christmas cards, you're gonna need to do more prints than you might do with an art print, so the registration comes in really handy at this step. And just like with other blocks, you can either print with the block down, facing up, and put the paper on top, or you can put the paper down and put the block on top of that. So either way is up to you, you can do whichever way you would like. I'm gonna do the block down with the paper on top. And you can experiment with both and see which one feels more comfortable for you, or which way gives you the better print. So we're gonna do our registration marks first. And if you buy your A2 cards pre-folded, I like to unfold them and print with the flat card. It just makes it a little bit more easy to work with, and you have more to hold onto. So we're gonna do a registration for the unfolded card. So we'll set up our printing space. And I like to do just two corners. You can do all four corners if that helps you, but I'm gonna do the top left and the bottom right corner of my card. You can use regular painter's tape to mark this out, or if you're working on a surface that you don't mind getting marks on, you can do this with a pencil or a Sharpie directly onto your printing surface, too. It depends what surface you're printing on. And I'm just gonna do another piece of painter's tape on the fold line here. Just, we're not really gonna use that as much because we're gonna do a separate registration mark for the block, but it's just a nice reminder to me that I want the fold line right in the middle of those marks. So then you can take your paper away. And we cut this block already to the same size as the A2 card, so it should fit right there between the registration mark for your card and the fold line, that should be a perfect fit. If it's not, or if you cut your block down a little bit further, you can feel free to add another registration mark. So I'll just add one more right here on the top left corner. And now we're ready. And if this is confusing, if you're not sure which mark meant what, you can go over this with Sharpie and say, edge of card, edge of card, edge of block, whatever helps you to remember where you want to position everything. But I'll put my block right there, and we're ready to ink it. I'm gonna squeeze a little bit of my blue ink onto the plexiglass. And then take your roller, and you're just gonna smooth that out. Get a nice, even coverage on this plexiglass. So you can just work it for a couple seconds, a minute or two. Just roll it around until this whole square has an even coverage. And once your ink is rolled out, you should have an even coverage on your roller. You don't want it to be too thin or too thick, and that will take a little bit of experimenting. And now you roll the ink onto your block. Just use nice, smooth

motions. You want to get even coverage. And this part is really exciting, 'cause you start to see your image come out. And this is a good time to edit, as well, if you see anything that you forgot to carve away. You can see here I missed a little piece. So if you need to clean anything up, just carefully scoop that away. If you used the Sharpie on this block before adding ink, you probably will have done this step already, but I usually end up coming back in before I print, even if I've used the Sharpie, and just making sure everything looks exactly the way I want it. And it's helpful to have a rag or something, your apron, on-hand. You're gonna get a little bit of ink on your hands if you're doing it this way. And if you've cleaned up your block, you might need to do just a little bit more ink, make sure everything is smoothed out. And now you should have an even coverage of ink, and the image should look exactly how you want it. Now you have your block on your registration marks. Grab your paper, and carefully put it down. Making sure you don't get ink on the inside of your card. Take your baren and just gently apply pressure, making sure you're not moving your card and smudging the ink. And now you're ready to peel. I like to go from the left side, just because it's easier to grab onto. We've pulled our first print, and now is the time to troubleshoot your first image. So I realized that I printed on the back of the card, instead of the front, so that's gonna be the first thing we're switching. We should have the block on the left side of our registration marks. And because it's a completely symmetrical card, we don't really need to change our fold line at all, that's staying the same. You can just move your block over to the left side. And I also think that I printed with a little bit too much ink, so we're gonna switch that for our next print. To remove some of this ink from our plexi, I'm gonna take this razor scraper and just wipe a little bit off. And I'm doing this with a scraper instead of with a rag, because we can save this. Put it down on a piece of scrap paper, and just put this to the side. You can reuse this in a minute when you need more ink. And then just re-roll, spreading that out, and you'll see the you have a little bit thinner coverage. And if you did that first print and you didn't have enough ink, you can squeeze a little bit more out and add some more. And then the other troubleshoot that we'll want to do now is just looking for any little bits that printed where you didn't want them to. So if you need to take more away from your background, or if you had some problems with the lettering, this is a good time to go in and just fix those mistakes. And if you had a lot of issues with your print and you want to take a lot of ink away, you can just wipe it down with a rag, or with a baby wipe, and get it a little bit drier, and you can go back in and do some more carving, and then print it again. So I've got a little bit less ink this time. Gonna go in, do a nice, smooth coverage. And wipe your hands off a little bit if you have ink on them. Take your card, use those same registration marks. Give it a little pressure. And if you get a little bit of ink on the inside of your card, you can come back once it's dry and use an eraser. And if it's just a little smudge, you should be able to get rid of that. Be careful when you're printing with your baren. If you have a little bit of your design that goes off the edge and is inked up, if your baren touches that you could streak ink onto the inside of your card. So just watch out for that when you're printing. You don't want to end up pulling ink onto the inside of your card. This time we're gonna peel from the right side. Looking at this one, I think I'd like to use a little bit more ink. But we're gonna do a big print run, so if you've got little mistakes like this, just keep printing a bunch of them. And when you're printing stationery I like to do a lot bigger print runs. So each time you can just troubleshoot a little bit, figure out what you need to do, and keep printing. I'm happy with this one, so we're just gonna keep printing more. (gentle instrumental music) Keep printing as many cards as you want. And when you're done, these will need to dry overnight. So you can leave them flat on a surface or you can hang them up if you want. Just make sure that the ink isn't touching the other cards when you leave them to dry. If you know you're gonna be printing again

soon, you can just put all of this into a Ziploc bag and seal that up, and that'll keep the ink ready to go for a day or two, and you can come back and print again. If you know that you're not gonna be using this ink again, you're ready to clean up. And I like to wear gloves when I'm cleaning up 'cause it gets pretty messy. So you're gonna put on a pair of rubber gloves. And this type of ink washes up with soap and water, but you want to make sure that you get as much of the ink off of your surface before you put it in the sink, otherwise you'll get a big mess everywhere. So I'm gonna use a razor scraper and a piece of scrap, and this is the ink I saved from earlier. If you're not gonna use that again, there's no way to put it back in the tube, so this is gonna go in the trash. And just take your scraper and remove as much of the ink as you can. And we're just preventing all this ink from going down the sink, so you wanna just clean as much as you can before you add the soap and water. You can get this pretty clean. And then, to clean the block, you're gonna take a warm, soapy rag, and just gently wipe off the surface. And you're never get the block back to how it looked before. It's always gonna be a little bit stained with the ink. The most important thing is that you want to be really gentle with the block, so you're not accidentally scraping away little bits of text when you're scrubbing it. So just go over it gently, and then make sure it's dry before you put it away. You don't want to use a scraper on the roller. So just take a rag with soap and water, or a baby wipe, whatever you need to just start wiping the ink off of the roller surface. And then when you have as much off as you can, you can take all of this over to your sink and use warm soapy water to just clean everything up. And the ink does stain a little bit, especially on fabric, but on your materials. You might not get this back perfectly to how it looked when you bought it, but you just want to sure it's clean and dry for the next time that you're printing.

Monogrammed Card

Transferring imagery

- For this project, we're gonna be printing a monogrammed flat card and a coordinating envelope. So you have a provided PDF with your template with a border and also an alphabet, so that we can go ahead and carve your own initials. We're gonna use a piece of tracing paper to transfer our image, and I've already gone around the border. And you'll need this to line up your tracing with your block of SoftCut, which I've already cut down to A2 size. That's 5.5 by 4.25 inches. So I'm gonna take my pencil, and unless your initials are K.W., you're gonna wanna transfer your own initials on here. So I'm just gonna make a little mark at the corners of where I want the initials to go. So that's lined up with the edges of my card. Now, I'll bring in this alphabet PDF and line up the corners of the marks I made here with the edge of the letter I wanna trace. So I'm gonna do an E, and just like the previous project, we're not worrying about flipping the text at this stage. So you can draw it the right way around. And then I will a K for my last letter. You can line that up. These letters are a little bit less wide than the K.W., so just space it out the way you want it. And then we'll adjust the border accordingly. So I like the spacing on that. Have my E.K. And if you need to adjust your border, you can just, now I'm centering this in between where the K.W. was, and I'm gonna move this over just a tiny bit. So feel free to center your letters on the page. And then we'll use this border on this side. And of course you're welcome to come up with your own border design if you'd like to. And for this project, just try and leave a big negative space in the middle, and that's where you're gonna write your notes on this piece of stationery. So you can design whatever border you like or use the one that we've provided here. And just start tracing that border. And since my initials

are K.W., I'm gonna use the pre-existing PDF. And just trace every detail that you'd like to have on your card. And just keep that border lined up in case you move at all. And like we talked about in the previous class, I sometimes like to freehand or design the border on the linoleum block or on your SoftCut block, but you will need to transfer that text and make sure it's flipped. So if you wanna just transfer your letters and then freehand your design onto the SoftCut, you're welcome to do that. But make sure your letters are spaced properly and flipped before you start carving. I'm going to take my tracing paper, and now we're ready to transfer. So you just line up those edges, this border that you drew. And you can add those onto your transfer if you like, if you need a way of making sure that you're holding this still. And then once you're ready to do that, you just scribble over, apply the same pressure that we did before. You can check that it's working if you want. And then just transfer all of your imagery by putting pressure behind the tracing paper. And there are lots of different ways to do image transfers, but I just really like this one, 'cause it's a really easy way to get from a drawing to a flipped image on your block. Now we have our pencil outlines, and I'm gonna go over in Sharpie. You can use Sharpie or ballpoint pen just like we did before and just lay out that image, and you can go around your outline now if you'd like to, or you can start carving the text. If you're not feeling super comfortable with carving around text, this could be a good place to start, just in case you make any mistakes. Keep going over all your lines in Sharpie or ballpoint pen until you have the whole thing traced out.

Carving and printing

- We're ready to start carving our block. I've already started carving a little bit away from mine. Just like before, you'll wanna start with your text or any other part of your carving that you're worried about making mistakes on. And we're gonna start with the small details, then do the border, and then come in and carve away the background. So I'm starting, again, with my smallest tool. This is the number one tool. And just take away those outlines of your letter really carefully and you just wanna go slowly, just like we did before. Don't rush this part. Just carving away from yourself. Take your time. And just like we did with the thank you card you can take your Sharpie once you've done the outlines and just double-check how thick the carving is. Come back in and clean that up. And then I'm gonna take my number two tool and just take away some of that background space from around the letter. And you can just even out the lines a little bit. Make these pieces a little thinner if you need to. And then I'm gonna use a slightly bigger tool and just take out this section in the middle between the two letters. Be very careful on this part that you don't nick the other letter while you're carving away the middle. I'm gonna come back in with my Sharpie and just see. And I'll color over this just to make sure they match. There we go. I think my K is a little bit thicker than the W, so I'm just gonna go in and take a tiny bit more off really carefully. There we go, I think that's good. So now I'm gonna carve around these leaves. And this is exactly the way we did it before. And as I'm carving I'll come back in with my Sharpie, just double-check what I'm working on. Looks good. And once we carve out the background we're gonna Sharpie all of this, just because we're working with so much negative space in the middle of our card here, we're gonna wanna see that we've carved everything away from that. So once I have my leaves carved out I'm gonna move onto the background. So this is our first time carving away a really large negative space in the middle. And you'll wanna be really concerned with these lines here. These might pick up a little bit of the ink, because there's nothing around them. So you'll need to carve somewhat deeper than you have before in the background. But again, when you're using this big tool just make sure you're going really slowly, 'cause it's really easy to slip on these large negative areas. Keep working away at

smoothing out your background. It's never going to get perfectly flat, because of the shape of the tools, but you wanna make sure that you take away enough of this texture that it won't be picked up by the ink. So just keep carving that away. Really carefully, you don't wanna go in too much and take away your design. Once you have enough removed from your background I'm gonna take my big Sharpie and just color over like this, making sure we're not picking up any of that background. You can go over your text if you'd like. And just looking for anywhere that you have taken away enough. And we'll be able to do this again in the printing stage. So just check it out, make sure you've got all those edges cleaned up and you've got your background space removed. Once you've done that it will look like this and we're ready to print. I have my same printing setup as before and for this project we're printing on an A2 flat card. So this is 1/4 of an 8 1/2 by 11 sheet of card stock. I'm using French paper card stock, but you can also buy this precut from Paper Source. And we also have an A2 envelop to go with it. So I'm gonna set up my registration marks, just like I did the last time. I will take my A2 card. And we only need one registration mark this time, because our card and our block are the same size. So I'm gonna do the top and bottom corners, like we did before. And then if you precut your block down to that size it should fit perfectly in those registration marks. If it doesn't you can go ahead and draw in a Sharpie on here or add a second set of registration marks that's the size of your block if you need to. But if your block and the card are the same size you shouldn't need to do that. Okay. We're gonna roll out our ink. Same as before, get a nice, even layer of ink on your roller. And you wanna be careful when you're inking this block because there's so much negative space. You don't want to tip your roller and get ink on that middle part. If you do it's okay, you can carve it away or wipe it away with a rag. But it's easier to just try and avoid inking the center. And we'll come in and clean this block up a little bit if we need to. I can see a tiny spot on mine that needs a little bit of carve, but otherwise you just do the same even inking. If your roller is wide enough you should be able to ink over the middle section without getting ink on there, because the two sides are being held up by your carving. And I'm just gonna take away one tiny piece that I missed. Line it up in the registration marks, take our A2 card stock and that should sit right on top. Give it some pressure with your hands, and then take your baren and just like before, give it a nice even pressure without letting the paper slide around. Then you're ready to peel your print. I have too little smudges here where I could carve away a little bit more and then you can see at the top of the W and the K there I could take a little bit more off there. If you need to clean up the block at all and make any edits you can feel free to do that, but if you're happy with it you can just keep printing. And now we're gonna move on and print the envelop. So it's the same process, we'll use the same registration marks and the same block. Reink it. Again, being careful not to get ink on the middle. If you do you can just come in and wipe that away a little bit. You can use a towel or your hand. Wipe it on your apron. And then I have an A2 envelop here and because we have negative space in the middle of our carving this will be a great place to put the address of the person you're sending it to. Make sure the flap is at the top, put it face down on your registration marks. Push down like before. And then just be careful when you're using the baren not to ruin the flap of your envelop. Don't let that get too creased. And just apply pressure just like before. And you can use any envelop for this, any color you want. There's so many options of what you can create with this project, so just play around with ink colors and paper colors and border designs and see what you can come up with.

Bookplate

Transferring, carving, and printing

- Our final project is gonna be a bookplate, so we're using a five by seven Soft-Kut block, and we have a PDF provided. Again, you can feel free to add your own imagery if you'd like to. And down here there's a line for a person's name. If you'd like to give this as a gift, you can feel free to leave the line. That's what I'm gonna do. Or you can add someone's name using the alphabet PDF or just handwritten. So I've traced mine already. I have my five by seven tracing. And I'm going to transfer it just like we did before. So flip over your tracing paper. Line up the border with your block. And you can trace in the border lines if you'd like to if you need help remembering where your edges are. And then when you're ready, just start transferring using the same technique as before. And again, if you'd like to, you can just check it. Make sure you're getting a good transfer. And just keep putting pressure on the back until you transfer the whole image. If your transfer was successful, you can go ahead and go over the text with Sharpie just so that you don't smudge it while you're carving. And once you have that done, we're ready to start carving away. And I started this one earlier. Just like before, I'm gonna start with the letters. Same exact technique using my smallest tool. You should be feeling a little bit more comfortable with this by now, although it is always nerve-racking to carve text. So just start with the little details. Use your Sharpie as needed to check what you've carved. And then smooth it out with your slightly larger tool just like we did before. And again, just be careful that you're not taking away any of these border images while you're working on the text. And I'm doing a bookplate on the sticker, but you could have this say anything you want. There are so many options of what you could carve out from here. And we're working with a 5 1/2 by 8 1/2 label. And you can cut that down to any size you want, so you can work on any kind of product that you'd wanna print on a sticker for this. And s's are always a little bit tricky 'cause of all the curved lines, so just go slowly around those curves, moving the block like we've done before. When you're all done carving out, you can take your big Sharpie and go over everything. And you still need to add lines in these flowers. And just look for any negative space that you might have missed. There's some right there. And check around your text if you have any lines that are still showing up. So I'm gonna go in a couple places and just finish up the carving. We're ready to print our last block, and we're gonna print it on a sticker. So I have these 8 1/2 by 11 sheets of stickers that's divided in the middle. And these are just made for printing shipping labels. You can get them at the office supply store. And I'm just gonna follow the line in the middle and cut it in half for printing. So just cut down the middle. Sometimes they're perforated so you can rip them in half as well. And when you have your finished label, you're gonna use that to set up your registration marks. So you want just like we did before, a registration mark for the paper and a registration mark for your block in the middle. And the block doesn't have to be perfectly centered because we're gonna cut these down after we're done printing and once they're dry. So as long as the block is completely able to fit on your paper, then you're ready to print. And we're gonna use the same blue ink just 'cause I think it will look nice. Squeeze out a little bit more. And you wanna make sure that you're printing on an uncoated label, so you don't want the kind that feels really plasticky. You want a paper label. Otherwise, it will slide all over the place. So we're ready to ink it up. Just like before, do a nice even coat. And I've left my line here 'cause I might wanna give this as a gift. But if you have a name there, just make sure it's inked evenly with the rest of the text. And we've already cleaned up our block when we did the Sharpie, but if you see anything now that you've missed or you need to add anything else, do it now. You can take away any negative space that you forgot to remove. Otherwise, if you have an even coating of ink, you're ready to print. So take your label. Put it facedown. Line it up. And the back feels slippery. This is the coating. But the

front should feel just like paper, so it'll be just the same process. Pat that down with your hand, and then you're ready to use your baren. Again, giving it nice even pressure, making sure you go over the whole thing, especially the corners. Then we're ready to pull it off. Yay, our finished bookplate. I'm happy with how this came out. If you need to make any edits or clean up your text at all, you can do it now. You can leave this to dry for a day or two. And then once it's completely dry, you can cut it down closer to the block to make it smaller, or you can leave it this size. I hope you're excited about how this turned out. And if you enjoyed this, then I encourage you to come up with your own designs and your own product ideas and just keep printing.