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Graduate Designs Greeting Cards

Carita Girton

Iowa State College

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Graduate Designs

Greeting Cards

Stop, and look at that greeting you are about to send. Perhaps it was designed by Madeline Morrison, '45, staff artist for Hall Brothers Card Company, Kansas City, Mo.

While an undergraduate, Miss Morrison made all of her own Christmas cards and some for her friends. She designed the Christmas cards in 1944 for the Alumni Association.

The creation of a card starts with the planning department. They decide upon the price of the card, the type of card, the season in which it will be used, the colors, the type of figures and the number of cards to be printed. The planning department also estimates the number to be sold.

This data is sent to the sentiment department which writes the verse to be put on the card. The design department then creates motifs and designs which comply with these specifications. This is part of Miss Morrison's job.

The design is approved and then sent to the finish drawing department where it is redrawn in black and white for production. The approved drawing is then sent to the colorplate department where a drawing is made for each color in the card. They are then approved and sent to the lettering department where all lettering is done in black.

The card goes from there to the layout department and then to the photographer where pictures of the plates are taken for printing. Plates are printed in correct colors and run through the presses separately.

The printing is finished. Now the card is cut and folded and attachments such as lucky charms are added. The card is ready for display. Or better yet, it is ready for selling.

Carita Girton

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Chic...
in an outfit just back from
Hawkeye Laundry
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