

List Luxury Instructions

Go to www.pclistluxury.com Getting Started Page

Print the List Luxury Instructions before beginning!

- The **List Luxury Instructions** will guide you through the creation of your brochure design.
- The **Guidelines for Great Results** gives important information about required file formats and resolution specifications for optimal results.
- The **Tips and Tricks** section provides helpful hints to make using the design tools easy.

Step #1: Print the Instructions –

Click and download the printer friendly version of these instructions for a quick reference while designing.

Step #2: Download the Software –

Once you register, you will be given a link to download our web based design software. You will receive an email with a User ID and password, and will be prompted to activate your software. Click “Return to Getting Started Step #2” link. Print and save your user ID and password information.

Step #3: Download the Templates –

A link is provided to easily download our 4-Panel and 3-Panel brochure templates. Save the templates to your desktop.

Saving Your Template and Creating a New Project

- After downloading the software, and templates, click “Save”. Save the template to your desktop. We suggest naming your file: “3-Panel Template” or “4-Panel Template,” an easy reference for future use.
- Close template download window. Minimize website.
- Double click template icon on Desktop to open.
- Save file again under job name (listing address).
- File>Save As>My Documents>My Collages. Save There.
- This will ensure that you don’t overwrite your original blank template. You will be able to create as many brochures as you like using these templates.
- **Important: Make a note of your Project File Name! You will need to enter it to place your print order in Step #5. File Name:** _____

Step #4: Build Your Brochures –

- **The Create Tab** allows you to view your template, customize and create your brochure.

Adding Images

- Your images should be saved in a folder on your computer. We recommend putting photos for each project in a separate folder titled as your project name (listing address).
- Go to “Images” at the top left of your screen and browse through your computer to select the desired image folder. A drop-down will appear displaying all of your available .jpeg images.
- Simply click and drag an image into place on your layout. You can adjust it once in place.
- Zoom and pan using the frame handles.
- Color correct using the Image Toolbar.
- Click on the arrow bar at the bottom of the screen to scroll from the inside spread to outside spread of your brochure.
- Repeat image placement steps to fill all template image frames as desired.
- Low resolution warnings will appear on an image frame if an image resolution issue is detected. To correct, use a larger, high resolution image. 5MP for smaller photos, and 7MP for the larger spreads. Review Guidelines for Great Results for details.

Adding Text

- Write and spell check all copy in a word processing program before beginning.
- Select and edit a text frame by either double clicking on the frame, or selecting the frame and clicking on the “T” icon in the Text Toolbar.
- Update your captions, headlines, descriptions and contact info in the Text Tool Window.
- Copy and Paste your text directly into the Text Tool Window. Font characteristics are embedded in the template, but can be adjusted as needed.
- In the Text Toolbar, you can adjust the text size, font, alignment, leading, spacing, color, drop shadow, outline and more!

Adding Your Logo

- Simply drag and drop your .png logo file into place on the back and front covers.
- Select and delete the template logo placement box as indicated.
- Adjust or remove the automatic drop shadow on your logo in the Image Toolbox.
- Remember, your .png logo file needs to be created with a transparent background.

Saving Your Project

- Save file: File>Save As...(Locally)>My Documents> My collages. Save there.

Proofing and Printing

- At any time, you can File>Print your document to any printer installed on your computer. It will appear with a watermarked impression until the final print job is sent to Printing Concepts.

Emailing Your Layout

- **The Output Tab** will allow you to create a PDF. You can then send your PDF as an attachment to an email. Output...to a file, Choose your location directory to save, PDF, Render Canvas, 300 dpi, All Pages>**Render**.

Sending Your File to Printing Concepts

- Once you have proofed your brochure and are ready to professionally print your project, it is time to upload your file to Printing Concepts.
- Click File>Upload to Publisher>Upload as Flattened Images.
- Select your **USER ID**. Ex: **REALESTATE**. OK.
- If there are any detected image resolution errors, a pop-up window will open and list these items with suggestions on how to correct any errors.

- Warning:** Applying a blur to eliminate resolution error will result in a blurry printed image. For best results, replace with a new high resolution image before printing.
- Your file is sent to our FTP site as a High Resolution PDF.

Step #5: Order Your Brochures –

Once your customized brochure file has been sent to our FTP site, go to www.pclistluxury.com and click on "PLACE AN ORDER"

Placing Your Print Order with Printing Concepts

- Once you have sent your brochure file to print, you will need to place your order with Printing Concepts.
- To place your order, go to www.listluxury.com
- Click on "PLACE AN ORDER"
- You will be prompted for the details required to place your order.

**Congratulations on Creating
Your Luxury Listing Brochure!**

Guidelines for Great Results

What are typical mistakes that I can avoid in creating my brochures?

A. Using incompatible file formats.

Upload only .jpeg image files, and .png logo files into our templates! Make sure your files are in RGB color format, NOT CMYK. LumaPix is compatible with these formats, and may not read other file formats, or produce poor resolution or variances in color. Experience the best results by using HIGH RESOLUTION RGB images (at least 2816 X 1880 pixels = 5MP to 7MP See point B). Logos and other graphic images MUST be in high resolution .png format, which preserves the transparent background, and will prevent your logo from appearing inside a white box when placed.

Compatible File Formats:

- RGB .jpeg images, high resolution of at least 300 dpi
- RGB .png logos and graphic images, high resolution of at least 300 dpi

B. Using graphic elements that lack sufficient resolution (logos, photos, graphics), or density of pixels, to reproduce at the high level of quality needed for print.

Example: Graphics that appear on a website need only have 72dpi (dots per inch) to reproduce well on your computer screen. To properly reproduce in print, however, at least 300 dpi is required. Also, if the photo or graphic is going to be increased in size, for example by 2X, then the file must start at 600 dpi, minimally. Check the resolution of your camera's settings prior to taking your photographs.

Taking your pictures at the best print quality:

- Use at least a 5MP (mega pixel) camera for the smaller pictures.
- Use at least a 7MP camera for the large panel spread images.

WARNING

- Do NOT resample or resize your image with any photography software to enlarge – reduces image quality.
- Do NOT resize images to send by email, or use images sent by email - usually low resolution.
- Do NOT use images or logos from a website, as they are usually low-resolution and are not intended for print.

Resizing, resampling, or using images intended for screen viewing will result in loss of quality and a blurry printed image.

C. Proofing your own work. Professional typesetters, as a rule, are never assigned to proofread their own work. Your mind will tend to overlook errors that you have made, and it is unlikely that you will catch your own mistakes. Have another party, who is looking at your work for the first time, proofread for errors. Select your images and compose your text copy ahead of time in a word processing program like Microsoft Word, and run the spelling and grammar check. You will then be able to copy / paste your text directly into your LumaPix project through the font tool window.

- C. Using unauthorized graphic elements and photos. You must own or be granted the rights to reproduce all trademarks, photos, and other graphic elements. Unless you have taken the photos yourself, you should obtain written permission from the owner granting their use. Consult a property rights attorney to understand your obligations and avoid copyright infringement.

Tips & Tricks for Designing

Select photos and write captions before beginning.

- Select images prior to designing.
- Save images to your computer, titled by project.
- This is required for final output.
- Write descriptions and captions prior to starting.
- Run spell check and grammar check.
- Cut and paste text from a word processing program directly into your Text Tool Window.
- Fonts that are installed on your system will be available for use.
- Watch for resolution warnings (yellow or red triangular icon) on each image frame as you drag and drop photographs.
- Fix by replacing with a high resolution RGB .jpeg image.

Use high resolution images - 5MP to 7MP (megapixels)

- Use original image files and NOT email attachments.
- Images must be in RGB .jpeg format with a file size of 5MP+ for small photos, and 7MP+ for large spreads.
- Logos must be in RGB .png format with a transparent background.

Using Quick Tools & Shortcuts

- Press “Esc” to drop a lifted image from your cursor.
- “Shift +” to zoom in, and “Shift -” to zoom out.
- Advance to next or previous page (arrow icons at bottom of page) in order to resume full screen view.
- Click on the PAGES button for the same result.
- Hold “Control>z” to undo previous steps.
- Simply click on the blue question box icon at the lower right corner of the screen, and choose your topic, to view video tutorials as needed.
- To view text up close, click on any area to zoom in to that spot. Then click “+” to zoom in, and “-“ to zoom back out.
- Click on the arrow bar at the bottom to return to full screen view.

www.pclistluxury.com