snapilyPRO

SnapilyPro Tutorial

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About SnapilyPro

SnapilyPro is an online lenticular digital printing service for creative professionals.

Design your own printed projects with 3D and/or Flip effects, and SnapilyPro will print and ship within days.

SnapilyPro's main features

- Any quantity, even one copy
- Flexible sizes
- Upload your own designs for front and back sides
- Preview, order and have it shipped worldwide
- Input sources for lenticular side
  - Layered Photoshop file for 3D
  - Interlaced file, for example from Adobe Photoshop CS4 Extended for 3D
  - 2 images for flip (tiff, jpeg)
  - HumanEyes Creative3D ldoc for any lenticular effect

SnapilyPro revolutionizes the creation of lenticular printed content as it enables designers to handle a lenticular project from scratch and upload it to the Snapily website for easy printing. SnapilyPro is changing the way the world views images!

How does it work?

Upload your design   **Get an immediate 3D preview**   **Order**

What is lenticular printing?

Overview

Lenticular printing is where a lenticular lens is used to produce images with an illusion of depth, change or movement.

When viewed from different angles, different areas under the lens are reflected to the viewer. Views are arranged under the lens so that each eye is projected a different view. The brain then processes these views to a single coherent 3D, Flip or animated images.

Lenticular technology actually dates back to the 1690s when Gois-Clair, a French painter, discovered that he could achieve a dimensional effect on canvas by interposing a grid between a viewer and a painting. Gois-Clair painted two distinct pictures on a plane surface, over which he affixed a grid of vertical laths. These laths were arranged perpendicular to the plane and attached to it at right angles. By looking at the painting from the left side, one would see one painting; another distinct painting could be seen from the right side, and a combination of the two paintings could be seen when looking at the painting straight on.

Modern lenticular began in the 1930's with the development of the modern lenticular lens. Since then lenticular has been used on and off in various applications. One of the most popular applications was the lenticular prize in Cracker Jack snack boxes in the 1940s.

Lenticular printing allows designers to expand their creative horizons with movement, depth and animation.
Viewers agree that lenticular catches the eye - it is original, unconventional, fascinating as well as amusing and it breaks through consumers' indifference.

Lenses

Lenticular lenses are plastic lenses consisting of an array of optical elements (lenticules).
When viewed from different angles, different areas under the lens are magnified. Different thickness lenses are suitable for different applications and printing methods. In general, thick lenses are more suitable for printing large posters using a digital printer. Thin lenses are more suitable for small handheld pictures printed with offset printers.

What about SnapilyPro's lenses?

SnapilyPro utilizes the 60 LPI, universal effects lenticular lens, which is ideal for small POP displays and signs, direct mail, greeting cards and post cards, sales promotion premiums, notebook covers and packaging.

Interlace

Interlacing is the process of creating an image that is viewable under a lenticular lens.

It involves the process of striping a sequence of images for animation effects, or views for 3D effects, and arranging them in order to a given pitch to be printed and viewed through a properly positioned and aligned sheet of lenticular lens material.

Interlacing is the key to the lenticular technology. The software places the frames in order and creates the file that you will print. It is mostly a mathematical formula that slices images to the right width and arranges them accordingly.

Lenticular effects

- **3D**

Refers to a printed image that shows depth.
In 3D, the picture's elements are positioned on different levels so that an illusion of depth and perspective can be assigned to each of them.
Applications: add reality to graphics.

- **Flip**

A dramatic swapping of two or more images-each alternately vanishing and then reappearing.
Applications: ''cause-and-effect", "before-and-after" comparisons; deliver multiple messages within the same space.

- **Animation: Movement, morph, zoom, rotation**

  - Movement/Motion/Rotation
    It is possible to create a movement in a printed project by using a short move clip or sequential still images.
    Applications: body movement, action.

  - Morph
    Refers to a printed image that shows a transformation or distortion. Two are needed for that effect.
    Applications: face distortion, human being transforming into animal, seasons etc…

  - Zoom
    The zoom effect could be used for emphasizing an element into a picture/image or a logo, product and message.

- **Combination effects**

Lenticular combination is utilizing two or more of the animated effects; a full motion animation with zoom is one example, or a 3D Depth with a Flip effect.

Lenticular applications

Lenticular applications are limitless; from commercial print to packaging and large format signage to backlit and 3D electronic displays.

- **POP**

Posters, retail stands and displays, windows graphics, coupon dispensers, entry doors, floor graphics, slot machines.

- **Products**

Packaging, pins, key chains, magnets, mouse pads, travel tags, badges, notebooks, coasters, kids' stickers, rulers, bracelets, collectible products, calendars, jigsaw puzzles.

- **Cards**

Gift cards, mobile calling cards, business cards, loyalty program cards, museum cards, membership cards, public transportation passes, collectors' and playing cards, greeting cards, postcards, e-cards, animated kids' cards, currency conversion cards, invitation cards.

Things to know before I start

Minimum size

The minimum size of a SnapilyPro project is 1.5x1.5″.

Maximum size

For a 3D project or left-right flip, the maximum size is 17.3w x 11.6h″.
For up-down flip (horizontal interlacing) the maximum size is 11.6w x 17.3h″.

Maximum file weight

The maximum weight of a SnapilyPro project is 300 MB for zipped projects and 30 MB for unzipped projects.

Lens type

SnapilyPro utilizes the universal 60 LPI, universal effects lenticular lens.

Resolution

If you upload a Photoshop CS4 interlaced file, resolution should be 600DPI. For PSD files, 200DPI is enough.

Bleed

The bleed size of SnapilyPro projects should be 0.08″.

Which type of files can be uploaded

SnapilyPro supports the following source types:
- Layered Photoshop PSD file for 3D
- HumanEyes Creative3D Ldoc file
- Flip of 2 images (tiff, jpeg)
- Interlaced file of Adobe Photoshop CS4 Extended for 3D (tiff, PSD)
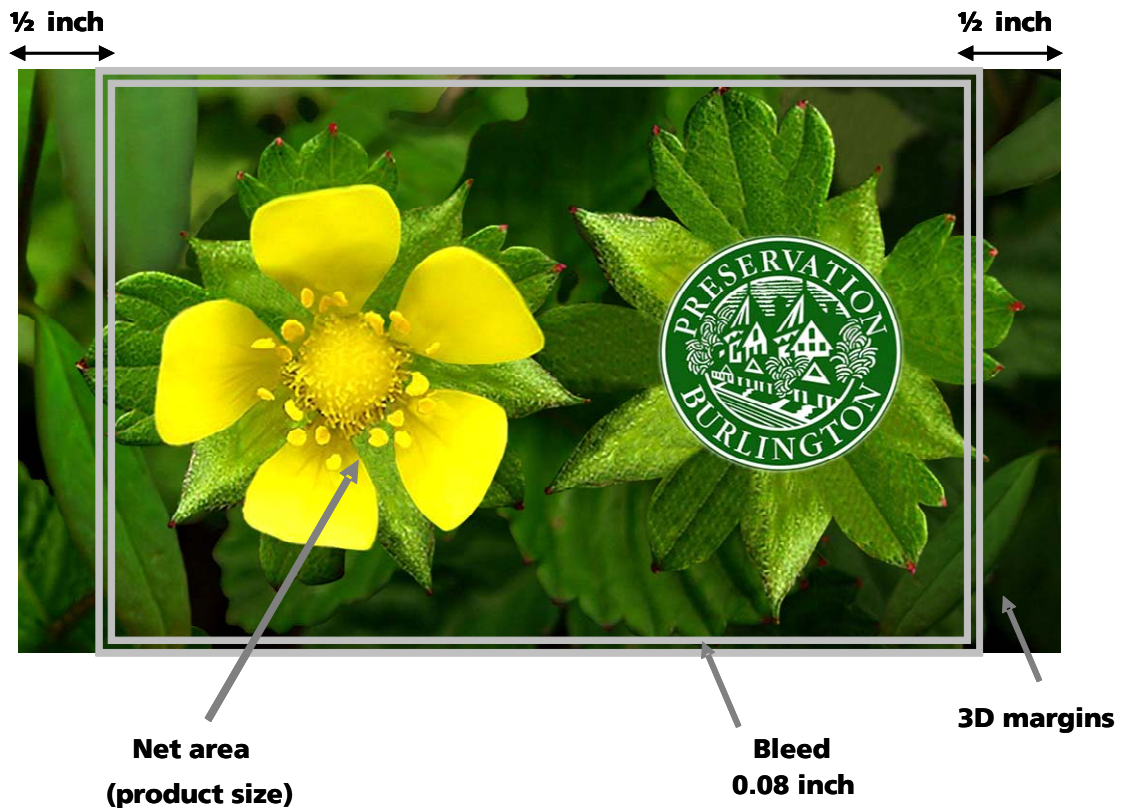
Large orders

For large orders, we recommend first ordering 1 copy as a proof.

Below are some recommendations regarding the different source types:

- **Layered PSD – for 3D**

  - ➢ Blending mode should be on Normal
  - ➢ Flatten all layer effects (File->Scripts-> Flatten all layer effects)
  - ➢ Flatten all mask (File-> Scripts-> Flatten all Mask)
  - ➢ Rasterize all Vector/Text Layers
  - ➢ Opacity should be on 100%
  - ➢ Rasterize all smart layers
  - ➢ Remove all groups
  - ➢ Layer names should contain only English letters and numbers
  - ➢ Layer order should be as a depth order
  - ➢ Merge all adjustment layers
  - ➢ Convert color mode to RGB 8bit
  - ➢ Remove/Merge all Alpha channels
  - ➢ **Important!** In order to avoid any gaps or voids while the layers are in motion, we assume that the uploaded file is 1 inch wider than the width of the final print. In addition, there is a 0.08″ bleed.

½ inch   **½ inch**

Net area

(product size)

**Bleed
0.08 inch**

3D margins

- **HumanEyes Creative3D Ldoc file**

  ➢ Make sure you have the right bleed and sizes
  ➢ Make sure when setting the depth in HumanEyes Creative3D to take into account the recommended depth (of the lens type)
  ➢ Zip the ldoc before the upload

- **Flip (tiff, jpg)**

  ➢ Avoid the use of high contrast image or text in one image against uniform areas in the other image
  ➢ Make sure that the images have the same size

- **Interlaced (PSD, tiff)**

  ➢ Make sure you send a file after flatten layers procedure
  ➢ Make sure that the resolution of the interlaced file is 600 dpi and the pitch is 60.0 lpi.
  ➢ Make sure that the file size includes a 0.08″ bleed
  ➢ The maximum depth distortion should not exceed 0.3″ (see below example)

Work flow

Upload file and follow instructions

SnapilyPro is an Online 3D Digital Printing Service for Creative Professionals

Customize printed projects with 3D illusions and flip effects

Choose the type of file you are uploading on SnapilyPro's homepage

Upload your file now!

Read now: file preparation

▸ Layered Photoshop PSD file for 3D »
▸ Interlaced file of Adobe Photoshop CS4 Extended for 3D »
▸ HumanEyes Creative3D ldoc file upload »
▸ Flip of 2 images (jpeg, tiff) »

Price Calculator

Get instant quotes for your job:

Width: ____ inch

Height: ____ inch

Quantity: ____ copies

Calculate »

Featured links

▸ About lenticular printing »
▸ SnapilyPro tutorial (PDF) »
▸ See tutorials video »

Layered PSD (3D Effect): | **1. Front Side** | **2. Back Side** | **3. P**

Follow the guidelines and check the requirements

Guidelines for using the Photoshop PSD File

- Upload a layered Photoshop PSD file
- Max product size: 17.3" x 11.6" Min product size: 1.5" x 1.5"
- Layers should be ordered in the file according to their depth ordering
- No need to use resolution higher than 200 DPI
- In addition to the product size, we need bleed margin of 0.08" and additional margins of 0.5" on the left and right sides
- It is recommended to upload a ZIP-compressed PSD file
- PSD should have bare layers:
  - Blending mode should be Normal
  - Flatten all layer effects (File->Scripts-> Flatten all layer effects)
  - Flatten all Masks (File->Scripts-> Flatten all Mask)
  - Rasterize all Vector/Text Layers
  - Rasterize all Smart layers
  - Opacity of layers should be 100%
  - Remove all Groups
  - Layer names should contain only English letters and numbers
  - Merge all Adjustment Layers
  - Convert Color mode to Adobe RGB 8-bit
  - Remove/Merge all Alpha channels
  - Save in Max compatibility
- For large quantity jobs we recommend first printing one copy as a proof

☐ Don't show this help dialog again   close

File the product size and upload your file

Source type ▾ | Layered PSD (3D Effect): | 1. Front Side | 2. Back

Notice:
You have entered 3.84 x 7.34" as net product size. For this, we need a 5 x 7.5" source (includi 5 x 7.504"

Fill in the product size and upload your PSD file.

Fill in the net product size:

Width: 3.84 inch

Height: 7.344 inch

Gross image size **to be uploaded**:

Width: **5** inch

Height: **7.504** inch

Pitch: 60

Gross 5x7.504"
Net 3.84x7.344"

Replace

« Back

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| Source type ▾ | Layered PSD (3D Effect): | 1. Front Side ✓ | 2. Back Side | 3. Pre |

Design the backside of the product

Design the back side of the product:
Upload a file or leave empty by checking the check box

Upload a file (JPG, TIFF, PDF)
Make sure the image matches the product size you entered with additional 0.08" bleed

Gross
4x7.504"

Net
3.84x7.344"

OR: ☑ **Leave back side empty**
You may leave the back side empty by checking the "Lea side empty" option and then clicking the **"Next"** button.

Upload

« Back

| Source type ▾ | Layered PSD (3D Effect): | 1. Front Side ✓ | 2. Back Side ✓ | 3. Pre |

Validate & Preview

Validate & Preview:
Your file is ready to be printed. Make sure information is correct, name your job, preview and then click the "Confirm" bu

This is how your job will print. To preview the front or back side click the icons below

Job name: *Layered–psd Jan–01–1970 02:5*

Print details:

Width:	3.84 inch
Height:	7.344 inch
Bleed:	0.08 inch
Lens pitch/frequency:	60 LPI

Not satisfied with the results? Modify the product

View full size preview

Front Back

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| Source type ▾ | Layered PSD (3D Effect): | 1. Front Side ✓ | 2. Back Side ✓ |

Add to Cart:
Set the number of printed copies and click the "Add to Cart" button

Add to cart

Job name: Layered-psd Jan-01-1970 02:56

Print details:

Width: 3.84 inch

Height: 7.344 inch

Bleed: 0.08 inch

Lens pitch/frequency: 60 LPI

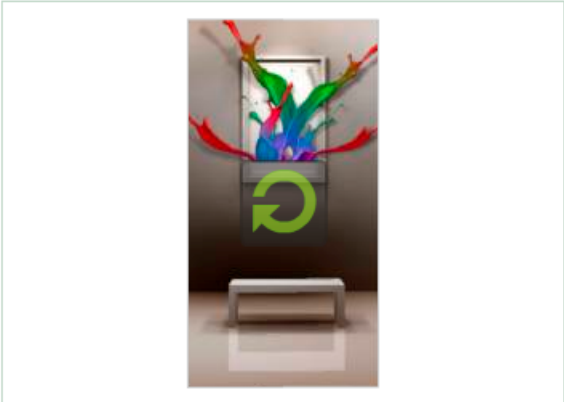Not satisfied with the results? Modify the product

View full size preview

Front   Back

« Back

Get a price for the project

You will find on Snapily.com's homepage a job calculator that will help you to get an instant quote for your job.

Note: the price estimation does not include shipping and handling and will also indicate you if your format size exceeds or fails behind the SnapilyPro's maximum and minimum requirements.

Price Calculator

Get instant quotes for your job:

Width: 3 inch

Height: 4 inch

Quantity: 6 copies

Calculate » $19

Price doesn't include S & H

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Checkout

- **Shipping**

We offer the following shipping methods:
  - Domestic shipping: standard shipping, UPS Next Day or 2nd Day
  - International shipping

Our shipping is determined by your shipping type, number of products ordered and your ship location. This get calculated at checkout.

- **Payment**

You can safely enter your entire credit card number via our secure server, which encrypts all submitted information.
We currently accept all major credit cards - MasterCard, Visa and American Express as well as PayPal.