



Adobe Design to Print

Plug-in for Photoshop

Version: 1.2.0

Publish modes for Zazzle

ADOBE SYSTEMS INCORPORATED

Corporate Headquarters
345 Park Avenue
San Jose, CA 95110-2704
(408) 536-6000

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Publish to Zazzle using 'Adobe Design to Print':

'Adobe Design to Print' Plug-in can publish the designs to Zazzle in following two modes.

1. Object Level Upload:

Adobe Design to Print now supports publishing multiple images (objects) per artboard to Zazzle website. With Object Level Upload, each root level group of the artboard is published as a separate Image or object. This provides the enhanced flexibility to designers of complex designs.

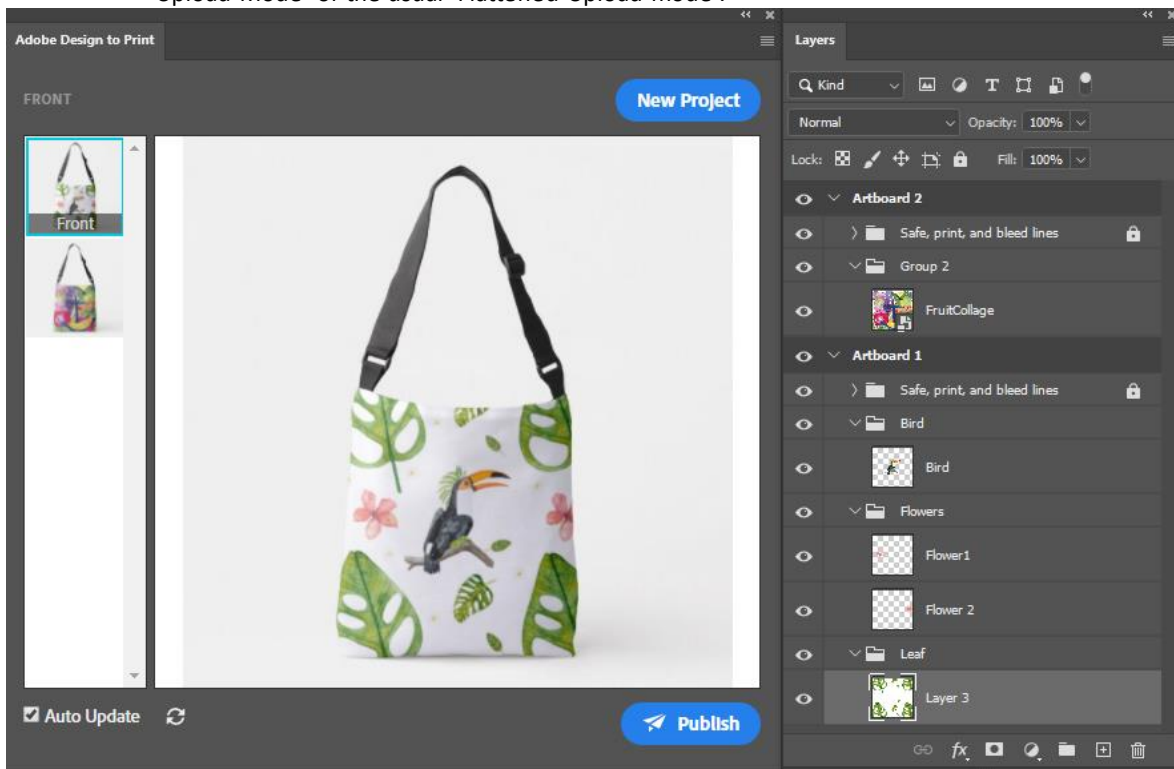
The Photoshop document needs to be **Conforming** to be published as 'Object Level Upload'.

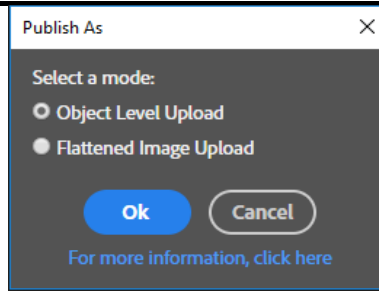
This means that all the layers must lie within some group. Each such group will be flattened (all the sub-groups & layers inside it will be merged together) and uploaded as an object to the Zazzle website.

If there is any layer that does not exist inside any group, then the document will be treated as **Non-Conforming** and Object Level Upload mode will not be available.

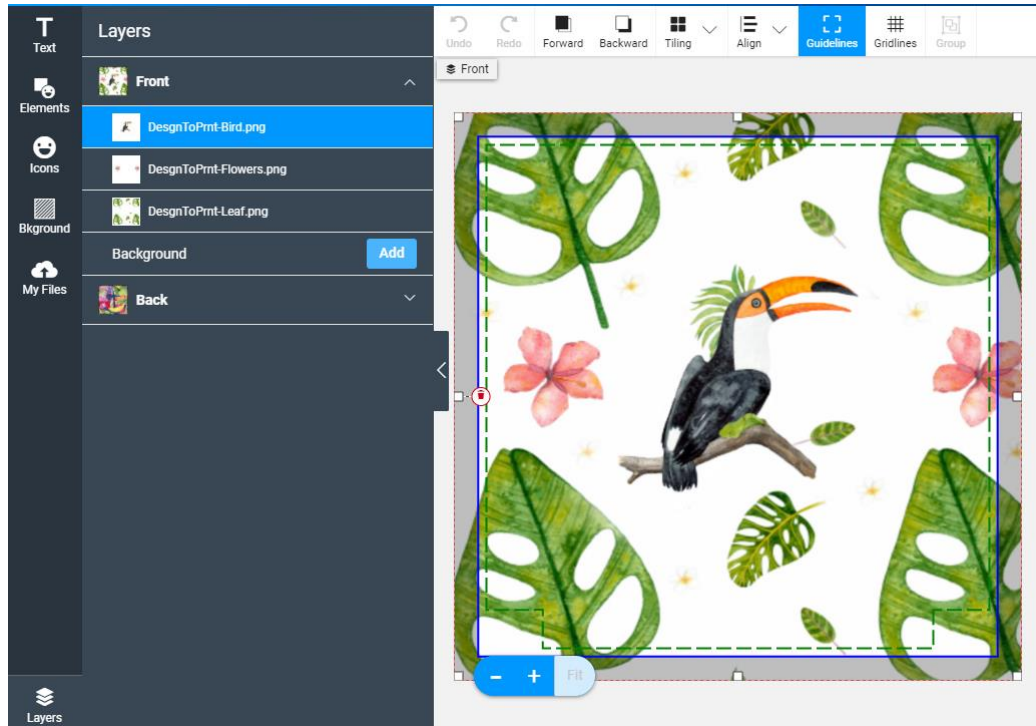
How it works:

- After completing the design in Photoshop, when you click on 'Publish' button, the document is checked if it is Conforming or not.
 - If the document is found to be Non-Conforming, it goes ahead with publish as Flattened Upload mode (all the layers of an artboard will be merged and uploaded as single image). This is the same behavior as version 1.0.
 - If the document is found to be Conforming, a pop-up is shown asking if you want to use 'Object Upload Mode' or the usual 'Flattened Upload mode'.





- After selecting 'Object Level Upload', each of the group is published as a separate image to Zazzle.



Limitations:

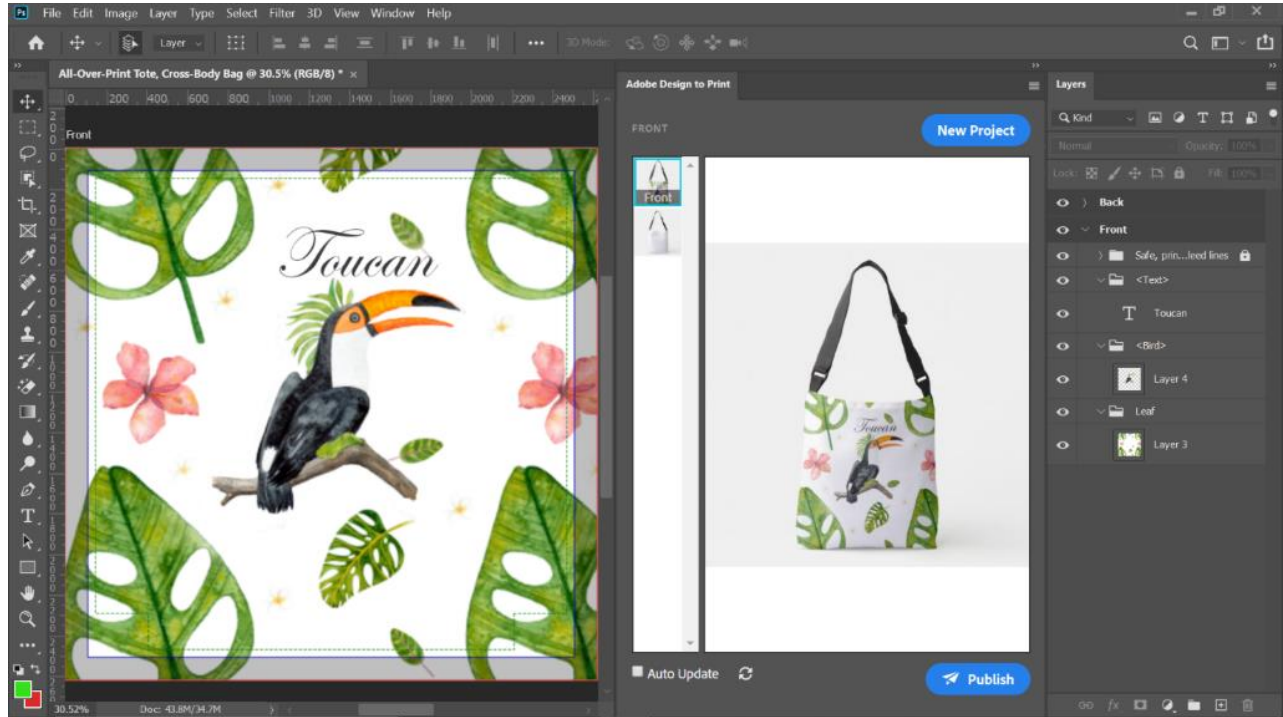
- Inter-group interactions (some effects/adjustments/filters applied inside a group, that will affect the other groups/layers outside that group also) need to be avoided. Adjustments, blend modes, filters etc. can cause this.
- If such Inter-group interactions exist in a conforming document & that is published as 'Object Level Upload', the published image on Zazzle website might look different than the original artwork and the preview in side Design To Print Plug-in.
- Inter-group interactions can be avoided by using masks to restrict the interactions with lower layers.
- If a root level group contains only adjustment layers, it will not be published.
- If some adjustment is applied on a group, then the adjustment layer & the group need to be inside some root level group for the document to be conforming.



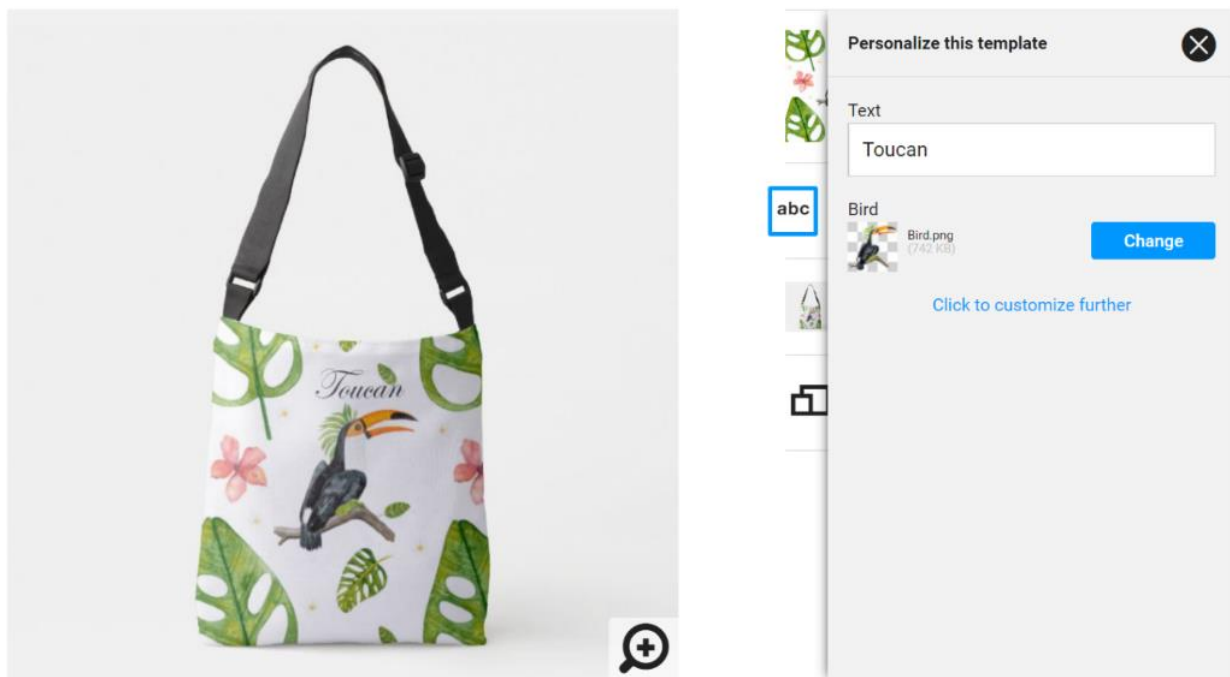


Templates:

With version 1.2.0, 'Adobe Design to Print' introduces a powerful new feature that enables the creation of template designs with Object Level Upload:



Such designs can be customized at the time of purchase on Zazzle.com, replacing text and images by simply entering new phrases and uploading photos:



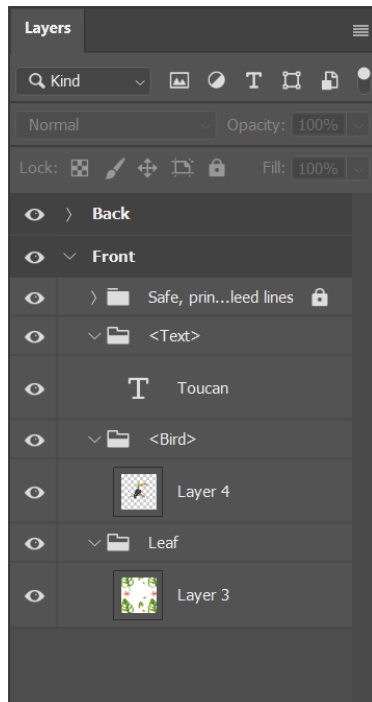


Creating Templates with Design to Print

In order to publish a design as a template, the design should

- be an Object Level Upload **Conforming** document (see above).
- Have one or more Layer Group named with surrounding angle brackets < >, for example <Text> or <Bird>. These will be converted to “template objects” when uploaded to Zazzle.com.

For example, in the following design the Layer Groups “<Text>” and “<Bird>” will be uploaded as template objects.



Text template objects

If the Layer Group name is wrapped in angle brackets <> and contains a **single** Photoshop Text layer, it will be uploaded as a Zazzle text layer and marked as a template object. It will not be converted to an image before upload. Certain attributes such as size, color, justification, rotation, flip and orientation will be preserved when uploading.

Note: Design to Print will attempt to request the font used in Photoshop when uploading the design to Zazzle.com. If the font used is not available, Zazzle.com will make a substitution for an available font. In case a better font can't be found, Zazzle.com will use "Life Roman". You can change the font for your own selection by using the Zazzle.com editor to choose a different font.

The following fonts have been tested for use in templates at the time of release. Additional fonts will be supported over time.





Great Vibes Regular

Indie Flower Regular

Josefin Slab Regular

Open Sans Bold

Open Sans Bold Italic

Open Sans Condensed Bold

Open Sans Condensed Light

Open Sans Italic

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Oswald Light

Oswald Regular

Oswald SemiBold

Quicksand Regular

Roboto Bold

Roboto Condensed Bold

Roboto Condensed Light

Roboto Condensed Regular

Roboto Light

Roboto Regular

Roboto Slab Bold

Roboto Slab Light

Roboto Slab Regular

Note 2: For best results, click and drag a text box in Photoshop when creating a text layer – this will enable you to define a frame which will contain the personalized text. This will be important if the customer’s replacement text is shorter or longer than the text you provide when uploading the design. Failure to do this may result in the personalized text not fitting in the frame.



Limitations:

- If the Text layer’s content is clipped in Photoshop, the uploaded layer at Zazzle will still show the complete content.
- Multiple style runs like using multiple font, color, size or justification values in a single Text layer isn’t supported. The uploaded Text layer at Zazzle will have properties that correspond to the first letter in the Text layer.
- For vertically oriented text, we only support single line text per Text layer.

Image template objects

If the Layer Group name is wrapped in angle brackets <> and contains one or more Photoshop layers, containing images, text, or adjustments, it will be flattened (the same as for other Layer Groups), uploaded as a Zazzle image layer and marked as a template object.

The uploaded image template object defines a frame that will be used to hold an image that your customer will supply. The dimensions of the frame will be set based on the bounds of the image in the flattened layer. When the customer uploads a photo to personalize the image, it will fill the frame.





Using the same template object name in multiple places

The Layer Group name will be used as the label for the prompt for the customer to personalize the object. If the same Layer Group name is used in multiple places, for example on the front and inside artboard of a greeting card, then the customer will be asked to provide a value for that field only once while personalizing the design. The same value will be used in both locations, even if the uploaded template object contains differing values.

2. Flattened Image Upload:

When this mode is selected, each artboard of the Product gets flattened (all the layers and groups of the artboard are merged together) and uploaded as single image to Zazzle.

This publish mode used to be the default behavior till 1.0 release and this is still used when the document is found to be Non-Conforming. However, if the document is Conforming, you still have the option to publish as 'Flattened Image Upload'.

Contact Us

For any issues or questions about Adobe Design to Print, please contact us at support-adobe-dtp@adobe.com.

