Some Little Facts You Need To Know About Comp Card Pritning

Sending out cards has become second nature to people these days. Typically, you send or mail a card to convey a message to a certain person or group of people. Cards are also where you articulate your feelings and sentiments if you do not have the courage or confidence to say something to somebody. Indeed cards are one creative and special way of expressing yourself to your receiver. And at present, there are a wide variety of cards produced and used everywhere. One type of card that is gaining wide popularity these days are comp cards or composite cards.

Definitely, comp card printing is a main activity of most people today – specifically models and actors. In essence, comp cards are their major advertising and promotional tool. The model's portfolio and vital information are contained in these cards. Also, these serve as the model's business card that will make clients and agencies know about his/her capabilities.

So how did comp card printing begin? Let me share with you a little history. It was Peter Marlowe of London's fashion industry in the 1960s who first started printing a model's information on paper. This style slowly evolved as other agencies and companies began producing these cards for their own models.

However, Peter Marlow had his cards registered under a particular name. When other companies did their own cards, they did their own names as well. This was how Sebastian Sed got to name his cards. Soon, his "sed cards" became pronounced as "zed cards". This is how comp cards became known as zed cards as well.

Meanwhile, let's go back to the functionality of comp cards. As previously said, comp cards advertise and promote models so they could get the job they aim to have. One of the advantages of doing comp card printing is that it makes way for a wider target market. Consequently, models and actors are also assured of an acting job or an endorsement in the future.

But producing these cards might actually be a challenging task. To create comp cards, one has to have basic know-how of software applications such as Adobe InDesign and Photoshop. However, if you really lack the technical knowledge, you can always get a professional creator to undertake your comp card printing. Below are some things you need to know about the images you will be presenting in your comp cards:

It is noteworthy to realize that one of the major components of comp cards are images. Before you take on your comp card printing, make sure you have gathered all the images you would be needing. Once you have collected and prepared these images and photos, see to it that you make a quality check. Images should always be of high quality so as to make your comp cards remarkable. Generally, your images should somehow be three hundred dots per inch come printing. You could also come up with bigger comp cards but you run the risk, however, of decreasing the good quality of your images. This, in turn, may lessen your chances of producing successful comp cards. When you have checked for quality, you may now further polish your photos to further guarantee your effective comp card printing. Certainly, a lot of efforts should be focused on images because they comprise almost 80% of the whole comp card.

If you are a beginner in the modeling world, producing your comp cards might be complicated and daunting. But once you have the appropriate tools and know-how, comp card printing can truly be a rewarding endeavor for you.

About the Author

Troy Duff works as a businessman and currently runs a printing company that offers comp card printing, banners, magazines, flyers, bookmarks, presentation folders, labels, posters, custom envelopes, leaflets, comp cards, print newsletters and other printed ads.

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