

Creating Variable Images

PrintShop Mail can use field information from the database to create variable images. This information is used in two ways: “As Is” handling uses field data to tell the Image Box what the image file name is and “Trigger” handling uses the field data combined with a logic formula to create the image file name result. Both are used regularly for generating variable data.

AS IS

This is the simplest method for generating variable images

Database Setup

ZIP CODE	CAR MODEL	CAR PIC
91335	Mustang	Mustang.jpg
75038	Explorer	Explorer.jpg
60173	Windstar	Windstar.jpg
33351	Explorer	Explorer.jpg

Expression formula

CAR PIC

The “CAR PIC” field is used to tell the image box what the file name is.

Result:



Record 1



Record 2



Record 3

Setup for As Is handling:

Mac-Add Image box:



- Click **[X]** on the General toolbar in the main menu, draw box.
- Go to the **Variables** window (Windows> Show Variables), click 2x on **Picture 1**.
- In the **Components** window, click 2x on the database field which has image file names. **OK**.

Win-Add Image box:



- Select the **[X]** from the Tools menu, draw box, exit box.
- Go to the Variables window (Window > Object Variables), left mouse click 2x on **Variable image 1**.
- In the **Edit Expression** window, left mouse click 2x on the database field (bottom right) which has the image file names. **OK**.

To place a static image such as a logo:

Mac: Draw image box, **Item> Information> Sequence> List> Add** select file, **Open> OK**.

Win: Draw image box, right mouse click 1x, **Edit Expression> Filename** select file, **Open> OK**.

Variable Image Checklist

- * Each image box can point to a different folder containing images.
- * Make sure the file names in the database match the file names of the actual images.
- * Image files should be saved at the maximum or less DPI that the digital press can handle.
- * Make sure all images are the same size and resolution per each variable image box.
- * TIFF image files should be saved without LZW compression.
- * EPS file preview format should be PICT (Mac) and TIFF (Win).
- * Black & White RGB formatted images may perform better than “grayscale” type.
- * Color images should be saved as RGB, ASCII format for use on either the Mac or Win versions.



PrintShop Mail

Variable Image Setup Guide



Variable “Trigger” Data

Data Triggers can be alpha, numeric or symbol characters. The simplest way to setup a Trigger field is to use short 1 to 3 digit character strings.

TRIGGER

This formula below will create the same output as the AS IS formula. It is more complex in design.

Database Setup

ZIP CODE	CAR MODEL	CAR TYPE
91335	Mustang	A
75038	Explorer	B
60173	Windstar	C
33351	Explorer	A

Expression formula

**IF (CAR TYPE = "A", "Mustang.jpg",
IF (CAR TYPE = "B", "Explorer.jpg",
IF (CAR TYPE="C" , "Windstar.jpg", " ")))**

The “CAR TYPE” field is used with a conditional logic formula to generate the image file name.

Please contact Atlas support regarding formula structures. support@printshopmail.com

Setup for Trigger handling:

Mac-Add Image box:

- Click [**X**] on the General toolbar in the main menu, draw box.
- Go to **Variables** window (Windows> Show Variables), click 2x on **Picture 1**.
- In the **Expression for variable-Components** window, click 2x on the **IF(3)** function.
- Create the formula and click **OK**.

Win-Add Image box:

- Select the [**X**] from the Tools menu, draw box, exit box.
- Go to the Variables window (Window> Object Variables), left mouse click 2x on **Variable image 1**.
- In the **Edit Expression>Components-Functions** window (bottom left), left mouse click 2x on the **IF** function.
- Create the formula and click **OK**.

Image box settings:

Mac

Preview document:

Locate image files folder:

Image box information:

Image box content alignment:

Variable box coordinates:

Variable box rotation:

Variable box arrange:

View> Show Preview.

A) **Edit> Preferences> Pictures> Other**, point to folder, **Open** or

B) Put image files in the same folder as database.

Highlight box. **Item> Information.**

Highlight box. **Item> Information> Fit To Rectangle.**

Highlight box. **Windows> Show Coordinates.**

Highlight box. **Item> Rotate.**

Highlight box. **Item> Move.** (Front, Back , etc.)

Win

Preview document:

Locate image files folder:

Variable box information:

Variable box content alignment:

Variable box rotation:

Variable box arrange:

View> Preview.

Highlight Image box, **Item> Properties> Variable image attributes> Location**, click on the Folder icon. Select folder, **OK**.

Highlight box, **Item> Properties.** (X/Y Coordinates, Border, etc.)

Highlight box, **Item> Properties**, check **Appearance** and **Scale**.

Highlight box. **Item> Rotate.**

Highlight box, **Item> Arrange.** (Front, Back, etc.)