

Flips:

Flip from one image to another on the same page. Flip allows a number of images or frames to be printed on one page. As the lenticular sheet is moved, the image changes from one to the other.

When selecting images for flips, a smoother transition is achieved by using images of a similar size, shape and colouring if possible.

Simple flips, although basic, are very effective and are a great way to get a simple message across. They are often used to show transitions like before & after effects.

Two Image Flips

These are great for "before and after" promotions, or displaying multiple products or messages. The two image flip is the most widely used lenticular effect and easiest to create. Simply submit your two desired images as a Photoshop® layered file or 2 x 300dpi CMYK tif images.



Three Image Flips

Same as a two image flip, just one more image. These are great for sequential imaging with a common background (as shown), or display three entirely different images.



Tips for Flip Effects

- Avoid solid color, black, and white backgrounds, busy, noisy images work best because they minimise the possibility of 'ghosting'. Ghosting is where a portion of one image is visible over another image. Although ghosting is always present to some extent, a busy background will almost remove this.
- Keep the backgrounds the same when possible while flipping individual images or text of similar shape and color.
- Flipping from one high contrast image to another will also have a degree of ghosting. Avoid flipping from one high contrast element to another. For the best results, try to flip images when the general color, shape and contrast of the from and to pictures are similar.