

# Contents

Requirements & Installation3
Understanding Preferences4
Load Images5
Start Ordering6
Cropping and Rotating7
Product Options8
Add to Order9
Review Order9
Order Options
Complete and Send Order10-11
Save Order for Later12
Ordering Preferences
Creating Packages13-15
Ordering Unusual Size Prints16
Sending a Reorder16
Using Text Nodes17
Ordering Proofs
Sending Donor Files18
Using Design Tools
Using the Flip Feature22-23
Using the Favorites Section24
Rendering an Order25

## Requirements & Installation

The **requirements** are few - a PC or a MAC with a broadband internet connection. Dial up is not sufficient for sending images.

The ROES program was not specifically written for a MAC or PC. ROES was written in the Java computer language, which is supported by both MAC and PC operating systems. As with any imaging application, the more memory (RAM) you have and the faster the processor on your computer is, the more efficient ROES will run for you.

#### PC Users:

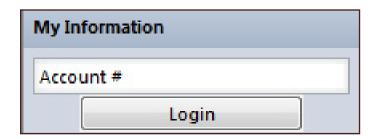
You must have either Windows 8, Windows 7, Windows XP, or Windows Vista installed on your PC.

#### **Macintosh Users:**

You must have MacOS version 10.6.8 or higher installed. Also, you will find mentioned throughout steps that require right clicking on the mouse. Mac users will hold the Ctrl button while clicking the mouse.

**To install**, go to Lenzart's website at <u>www.lenzart.com</u> and click on the Lenzart ROES tab to get you to the download. Once installed, the LenzartROES Home page will appear. Log in here using your Lenzart account number.

The account number will be "remembered" on your computer, so future uses will only require a click on the "login" button.



## LenzartROES Home Page

#### Understanding preferences

#### Start in ordering pane

Check this and LenzartROES will open in the Start Ordering window instead of the home page. Caution: We would suggest continuing opening in the home page since we use it to communicate important information such as promotions and new products.

#### Show prices (requires relaunch)

Un-check this (and relaunch) to remove prices from being visible in LenzartROES in instances when your clients will be with you while viewing.

#### Search enclosed folders

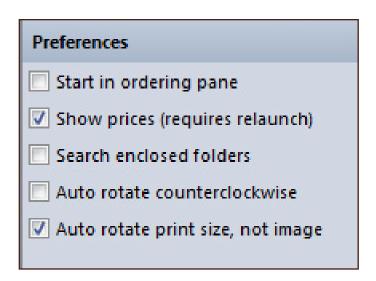
Left disabled, you will only load the images in the exact folder you direct LenzartROES to. If you have a "parent" folder with multiple "child" folders inside of it, and each child folder has images in it, enabling this option will load all the images in all the child folders when you direct LenzartROES to the parent folder. Because this may lead to loading more files than you intended, we do suggest leaving this option disabled.

#### Auto rotate counterclockwise

If "auto rotate print size, not image" (below) is not checked, ROES will automatically rotate your image clockwise if it's orientation is different than the template. Check this option if you would prefer the rotation to be counterclockwise instead.

#### Auto rotate print size, not image

If enabled, the actual template will rotate, instead of the image, when the image that is placed in the template is of a different orientation.



## Start Ordering

#### Load images

•To begin ordering, load images into LenzartROES by clicking the "Add Images" button.



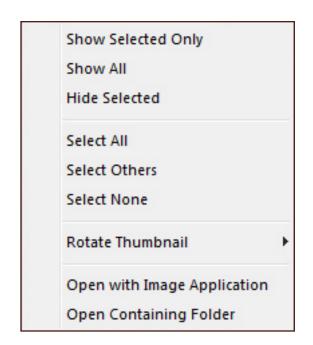
•This will open a "select a folder of images" window, allowing you to access your files.



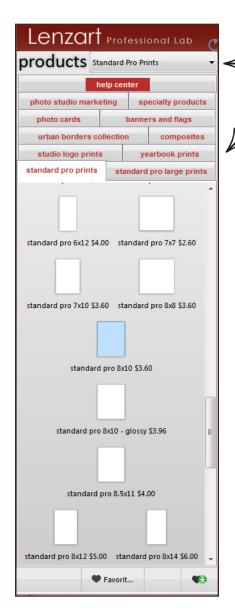
•If desired, continue to add image folders - you can have multiple folders of images in the thumbnail area at one time.



•There's a set of self-explanatory options available for the thumbnails that can be found by right clicking the mouse (for PCs), or holding the "control" key while clicking the mouse (for Macs), on top of a selected thumbnail.



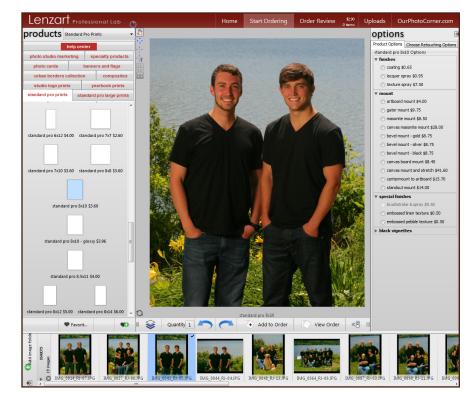
## Start Ordering



Select a catalog

Select a product

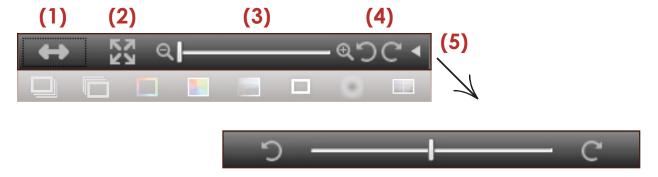
Drag and drop image from the thumbnails into the product you have chosen



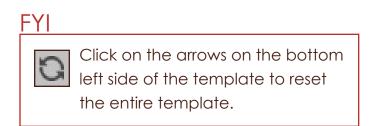
## Start Ordering

#### Cropping and rotating

• Click the image once for the cropping and rotation tools (we'll address the multi-node design tools on the bottom row later on).



- (1) Lock Image This locks the image in place by ignoring drags and drops. Only enabled in multinode products.
- (2) Crop or Fit For files that are a different proportion than the template, this option left unselected will crop the image and keep the print size as indicated. Selected it will fit the entire image in the template creating white, non-image areas that when trimmed will most likely result in a non-standard size print.
- (3) Zoom Tool Slide right to left to zoom in or out of the image.
- **(4) Rotate Tool** Rotate the image 90 degrees counterclockwise or clockwise. Click on the little triangle to access **(5) the slider** to rotate in smaller increments.

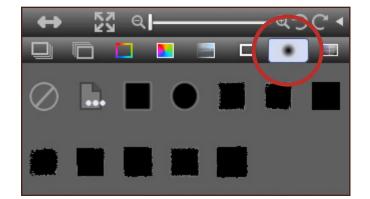


## Start Ordering

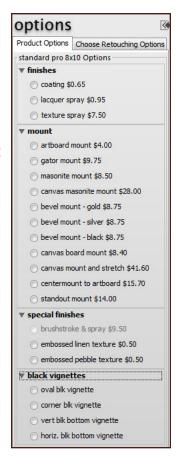
#### Product options

- Choose product options from the options tab. The options available for that print/product are displayed. This is where you would choose retouching, finishes, mounting, vignettes, stamping and imprinting.
- •Click the image once and the cropping and rotation tools will appear (covered previously on page 7). The bottom row of tools are mainly for designing multi-node products. But the last 2 options on the right are used for:

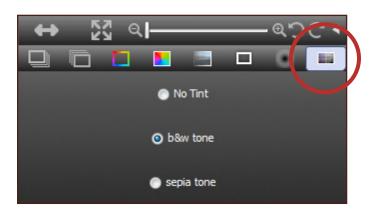
**Masks** - Choose from an assortment of decorative edges for prints or create and use your own (by clicking on \_\_\_\_\_\_\_).







**Tints** - The default is to not alter (or add a tint to) the image, so if it's color it will stay color. Or choose b&w or sepia tone.

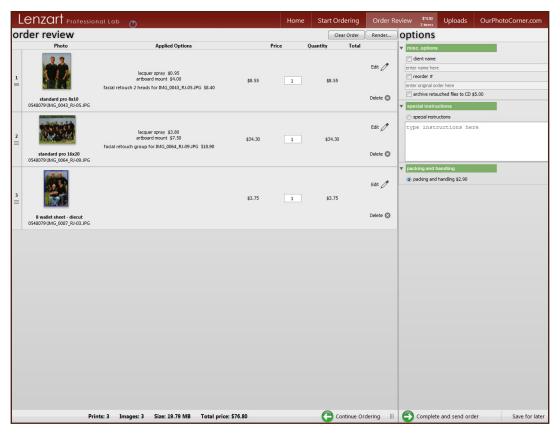




#### Order Review

#### Add to order

- •Once the product has the desired crop, options, and quantity, click the "Add to Order" button.
- Continue ordering products using the same steps.
- •Once all the products have been added, click the "View Order" button.



#### Review order

- •The resulting window shows a summary of how your order will be produced. Be sure to check this carefully. The order will go directly into production at the lab, so any possible errors will not be caught before printing.
- •If additional ordering is needed click "Continue Ordering", using the same steps.
- •The whole order can be eliminated by clicking the "Clear Order" button. If a single product needs to be removed, click the "Delete" option for that product.
- •If a product needs corrections, click "Edit". This takes you back to the ordering screen where you can make changes. The "Add to Order" button will now read "Save". This must be clicked to save the changes and continue on to "Review Order". Quantites can be changed right in Order Review.

#### Order Review

#### **Options**

#### Client name

Select and fill in your client's name here. It will appear on the order form and the email confirmation notice, making record keeping even easier for you.

#### • Reorder #

ONLY select and fill in an order number here to reorder from retouched files achived at the lab (Lenzart archives files for FREE for 6 months). Checking this option will result in LenzartROES not transferring over any files in the order, and only accessing the archived files. Be sure to use the exact same file names.

#### Archive retouched files to CD

Select this option if getting the retouched files on a CD is preferred.

#### Special instructions

Select and type in the space provided any instructions that aren't covered elsewhere (always use provided options first - this space is mostly used for unique instructions).

#### Complete and send order

Once the order is ready to send, click on "Complete and send order". Fill in the information/make the necessary selections in the following windows to send the order -

- Enter your account information (you will only need to fill in your account information once)
- Shipping method
- Payment by
- •Send my order to Lenzart

There are 3 options under "Send my order to Lenzart" -

- Send now via the internet
- Save for sending later
- Save to disk for alternate delivery

#### Send Now via the Internet

When "Send Now via the Internet" is selected a progress bar will appear and the Uploads bar at the top of the screen also becomes a progress bar. You may continue to create new orders and still keep track of the progress of the order that is sending.

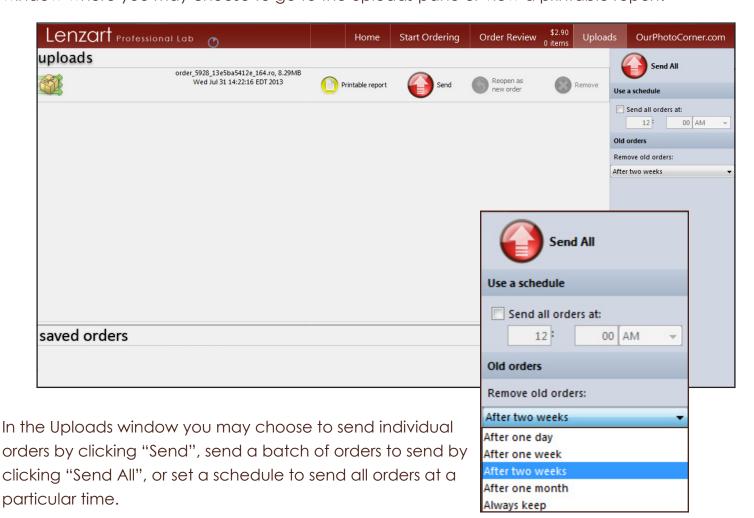
Once sent the order will appear in the Uploads window for as long as you've determined, with the option to open as a new order or remove.

## Order Review/Uploads

#### Complete and send order continued

#### Save for sending later

When "Save for sending later" is selected the progress bar becomes a "Completing Your Order" window where you may choose to go to the uploads pane or view a printable report.



Also, here is where to control how long orders remain in the Uploads window. The default is to remove sent orders after 2 weeks, but there are other time options to select.

#### **IMPORTANT NOTE:**

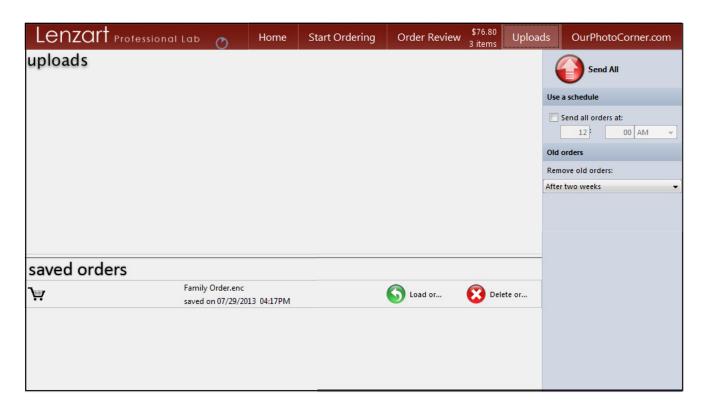
When an order is sent it is not truly considered received at the lab until you receive email confirmation. Not only will this email confirm that your order is in production, but it will also contain the **lab** assigned order number. This order number must be retained for future reference should you need to contact Studio Support with any questions.

### Order Review/Uploads

#### Save for later

More complex orders may need to saved along the way because they will be created over a period of time. These orders will be saved, not necessarily to send later, but to be reopened for additional work.

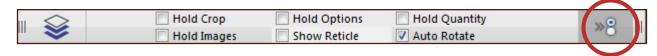
- •Click "Save for later" in the bottom right corner. The resulting box will request a name for this order. Type in the name then hit your "Enter" key. It will note that the order was saved.
- •Click on the "Uploads" button. The saved order will appear in the bottom part of the window in the "Saved Orders" section.
- •Click on the green "Load Order" request, it will ask if it should "Reopen", click it again and the saved order will open in order review. From here you may choose to edit the order, continue adding to the order or sending the order.
- •There is also the option to "Delete" order in the "Saved Orders" section.



## Additional Ordering Information

#### **Ordering Preferences**

There are additional options available for ordering found by clicking on the double circles, under the template area to the right of "View Order".



These tools may be enabled by placing a check in the box. Once checked **they will remain checked for all orders** until the check has been removed. Because of this, be very careful that you do not request options or quantities that you did not intend to.

- Hold Crop Preserves the crop when an image of identical size is dragged into a node.
- Hold Options Preserves options between ordered images.
- Hold Quantity Preserves the quantity between order items.
- Hold Images Preserves images between product changes.
- •Show Reticle Shows a reticle (lines indicating the center) over the nodes.
- Auto Rotate Rotates images dropped on nodes to match size. Set the rotation direction in Preferences on the Home Page.

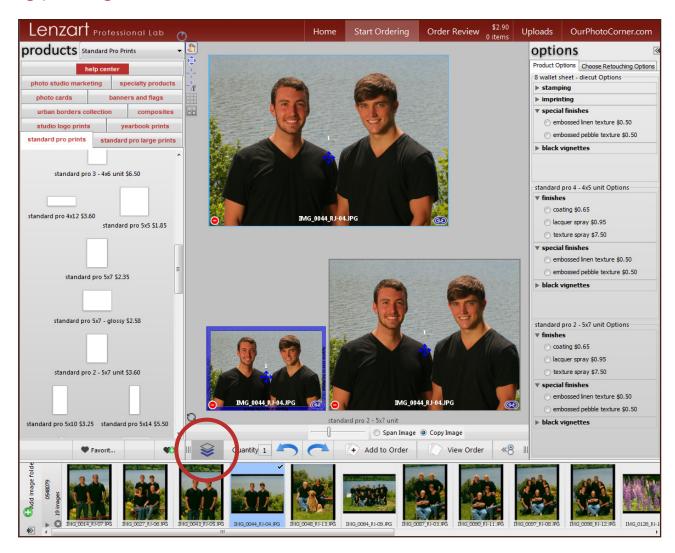
#### **Creating Packages**

Reduce the amount of time you're spending ordering your standard packages by creating (and saving in your Favorites - explained next) those packages in ROES. This will allow you to handle each file once, yet order all the products in that package.

- •Start by selecting the first product in the package.
- •Turn the Packager on by clicking on the stack-of-paper icon to the bottom left of the working area.
- •Click on and drag over all other products in that package. The example on the following page shows a package that consists of a unit of 5x7's, 4x5's and 8 wallets.
- Drag your image into one of the templates. It will populate all templates in the package. Adjust the size of the templates using the slider bar just below the working area.
- Click on any one of the templates to adjust the crop for all of them.
- In options, though, each product is listed separately so finishes can be selected independently.

## Additional Ordering Information

#### Creating packages continued



#### Icons in templates explained:



Click on this to move the templates around in the working area.



Click on this to eliminate a template from the package.



The template is linked to the other templates, therefore changing the crop to one will affect them all. Click on the link icon and ...

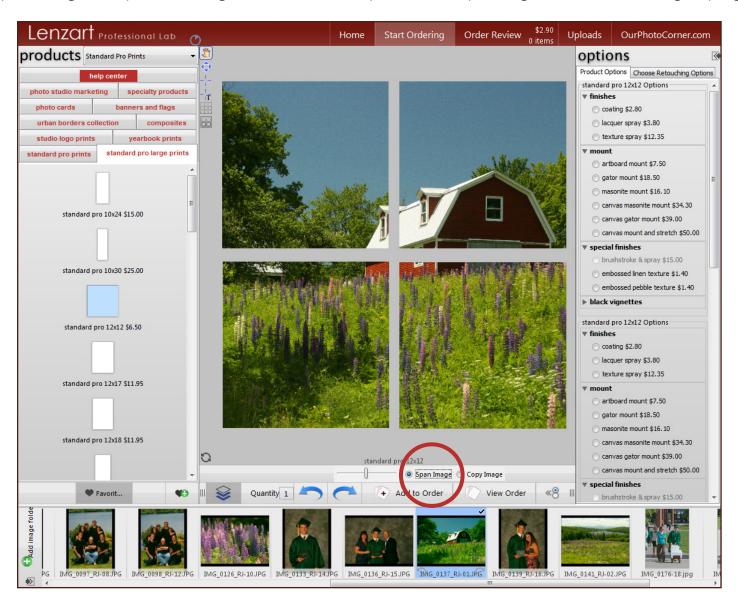


The template is not linked to the other templates and can be adjusted independently. It also can contain a different image.

## **Additional Ordering Information**

#### Creating packages continued

These packages are created using the default setting in the packager - "Copy Image". Select "Span Image" to split one image between all templates in the package for creative wall groupings.



## Additional Ordering Information

#### Ordering Unusual Size Prints

You may request print sizes that are not common in size and therefore not listed in Lenzart ROES by creating them first in Photoshop.

- Check the available sizes in Lenzart ROES to find the next size up for the size you want. (For example, if you want a final print size of 4.5x4.5, in Lenzart ROES you will use the 5x5 template.)
- •Open the image in Photoshop. Pick the Crop Tool and set the width and height boxes for the final print size. Leave the resolution box empty. (In our example, you will use 4.5x4.5.)
- Crop the image for how the final print should appear, then hit Enter.
- •In the Photoshop taskbar, go to Image, then Canvas Size. Under New Size, put in the width and height of the Lenzart ROES template you will be using, making sure that it is set to inches. (In our example, 5x5.)
- Under Canvas Extension, pick White, then click OK.
- •Save the image, bring it in Lenzart ROES and order using the template you resized for. (In our example, 5x5.)

#### Sending a Reorder

This option can only be used when reordering from files originally ordered through Lenzart ROES within the last 6 months.

If you are sending a Lenzart ROES reorder, check the "reorder #" box found under "Options" in Order Review and type in the original order # in the space provided. This "tells" ROES that it will not be printing from the files you are sending. Instead, ROES will retrieve your archived file(s) under the original order number to access any changes (retouching, etc.) made by the lab.

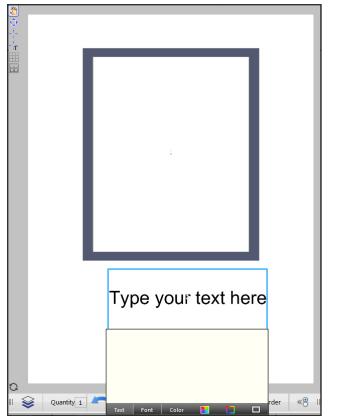
Do not combine any new files with this reorder, or use this space for any other notations. The files must be named exactly how they were in the original order. Once the reorder option is checked, Lenzart ROES will not send any files from that order, assuming that the lab has all the files necessary to print this entire order.

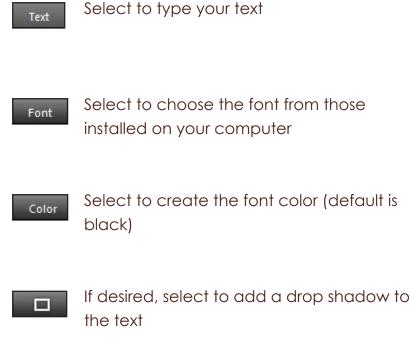
## Additional Ordering Information

#### **Using Text Nodes**

If ordering from a template that has an existing text node (i.e. proof book covers, cards, etc.), simply click on the text node. A drop down box will appear for you to type in your information (making sure the "Text" option in the dropdown box is selected).

- If the product ordered has a vertical text node, you will be typing the text normally (horizontally), but the text will print correctly (vertically) at the lab.
- •The text will automatically center so it is unnecessary to use the space bar for this purpose. Hit enter only to go to the next line.
- •Never use special characters in the text. These often have specific meanings in software language and will cause problems with your order.
- Choose the font and color (and drop shadow, if desired) in the dropdown box.





### Additional Ordering Information

#### **Ordering Proofs**

**Speed up** the ordering of proof books or proofs by -

- •Select the proper template.
- Click on the first thumbnail.
- While holding down the shift key, click on the last thumbnail (all thumbnails should now be selected).
- Drag the thumbnails over, or double click on any of the thumbnails.
- •When asked "Do you want to add these images to your order as \_\_\_\_ items in the \_\_\_size with each item quantity of 1?", click "Yes". Lenzart ROES will automatically order the specified quantity of the specified print on every image selected, and the Add to Order button should not be clicked.\*
- \*Cautionary Note: When working with multiple image node templates such as proof books, if you do not have enough images to fill all available nodes, Lenzart ROES will not do the automatic adding to order as described above. It will only add to the order those pages that have all nodes full. For the page(s) that do not have all nodes filled, click "Add to Order".

For example, you have 52 images you want to place in magazine proof pages. You are using the 9 image layout. This requires more than 5 full pages, but less than 6. Lenzart ROES will add all of the full 5 pages, but will "pause" at the 6th incomplete page. By clicking the "Add to Order" button, you are telling Lenzart ROES to add this page along with the other 5.

- •If ordering proof books, order the covers and pages separately. The binding request/charge will be "attached" to the cover.
- •If ordering press proof or magazine proof books, order the covers and pages separately. The binding request/charge will need to be ordered in "Order Review" under "Options", "Book Options".

#### Sending Donor Files

If requesting retouching that requires "parts" from another image (for example, head swap), you need to send the file with the donor parts. Under "Options", "Choose Retouching Options", select "Donor Image". This highlights the folder icon to the right. Click on the folder and direct it to the donor file. The donor file will now automatically be linked with the retouching request you made for this image. Be sure to clarify your request with additional instructions in the spaces provided labeled "describe here".

800-826-2624

## Using the Design Tools

#### An explanation of the design tools

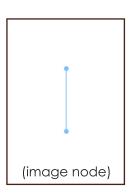
The design tools are located at the top and to the left of the template.



•Image Tool - Click this button anytime you want to alter an <u>image</u> (not the node). With the image tool selected, click on the image on the template to access the tools previously discussed on page 7.



•Edit Tool - Click this button anytime you want to alter the <u>node</u> (not the image). With the edit tool selected, click on the node you want to edit, then proceed with moving (using the bottom of the handle bar), rotating (using the top of the handle bar) or resizing (using the side of the node) the node.



Right click over the node to get another set of (self-explanitory) options that are very useful, such as copy, paste and remove.



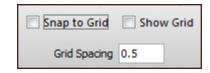
• Draw Tool- Click this button to draw an <u>image</u> node. Click on the template and drag to see a yellow box as you're creating the node, a blue box once you're done.



•Draw Text Tool - Used to draw a <u>text</u> node. Click on the template and drag to see a yellow box as you're creating the node, a blue box once you're done. Refer to page 17, Using Text Nodes, for options.



• Grid - Click to get the option to turn on a grid over the template, making it easier to measure and line up nodes. Check "Show Grid" to activate and type in the desired spacing (then hit your enter key). Uncheck "Show Grid" to remove.





- Montage This tool creates composite designs according to the specifics you give it.
  - Nodes Across how many images left to right
  - •Nodes Down how many images top to bottom
  - •Gap Width space between images left to right
  - •Gap Height space between images top to bottom
  - •Top Border, Bottom Border, Left Border, & Right Border all determine the amount of space accordingly.

(continued)

## Using the Design Tools

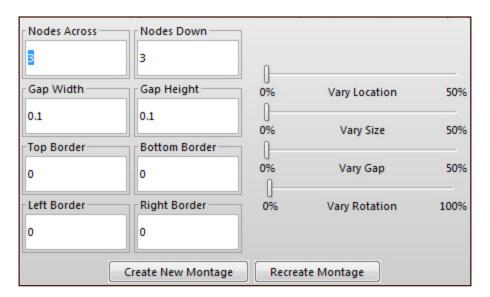
#### An explanation of the design tools continued

Montage continued

The sliders on the right:

- Vary Location set from 0 to 50%, this controls how random the image placement is
- Vary Size set from 0 to 50%, this controls how random the sizes of images are
- Vary gap set from 0 to 50%, this controls how random the gaps between images are
- Vary Rotation set from 0 to 100%, this will control the amount of rotation that may be applied to your images

Now, click Create New Montage to have your nodes appear, and remain. Or, click Recreate Montage, and continue to do so, and watch the nodes "move" within the template, until you've found the design you like. Click the Edit button to fine tune your design, if desired.



## Using the Design Tools

#### An explanation of the design tools continued

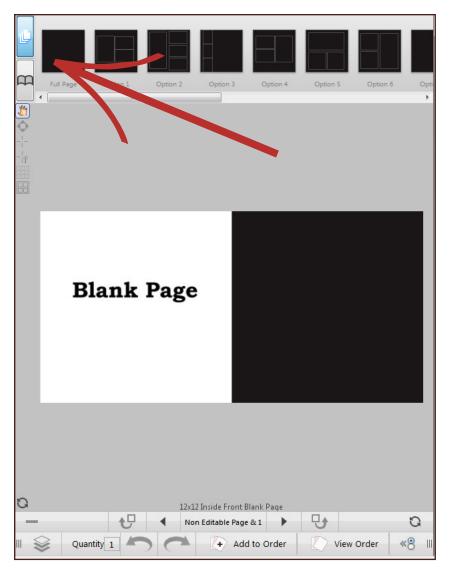
Click on a node and the cropping and rotation tools will appear (covered previously on pages 7 and 8). The bottom row of tools are used for design purposes.



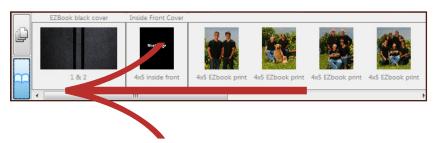
- (1) Layer + This allows you to move a node from underneath to the front of other nodes. Using the edit tool, click on the node you want to move forward then click Layer + (each click moves it up one layer).
- (2) Layer - This is the same as layer +, but moves nodes to the bottom.
- (3) Stroke This tool adds a stroke line of any width, any color, at any opacity, to an image node. Using the edit tool, select a node, click the stroke button and check the stroke box at the top. Define a color and opacity using the sliders. Or, check the sample box to obtain the dropper. Use it to choose a color patch from any of the images in the template. Define the width of the stroke in inches by filling in a value in the width box. Uncheck the stroke box to remove.
- **(4) Fill -** Used to fill a selected node with solid color. Has the same color and opacity selections as the stroke tool. Check the box to activate, uncheck to remove.
- (5) Opacity Allows you to change the opacity of the image in the selected node using the slider bar.
- **(6) Shadow** Used to apply a drop shadow to a selected image node. Check the shadow box at the top. The blur and opacity sliders do exactly what they say. The "X" slider moves the shadow horizontally to the left or right of the node, and the "Y" slider moves the shadow vertically to the top or bottom of the node. This feature can be quite taxing on the computer and may take a few seconds to draw and/or change. We suggest this feature be added last. Uncheck the box to remove.
- (7) Masks Choose from an assortment of decorative edges or create and use your own (by clicking on ........................).
- (8) Tints The default is to not alter (or add a tint to) the image, so if it's color it will stay color. Or choose b&w or sepia tone.

## Using the Flip Feature

This is a great tool to use when creating a product with multiple pages because it allows you to "flip" through the pages right on your screen, and to see the entire design as it's being created.



- Activate the Flip Feature Simply selecting a product that utilizes the flip feature will activate these tools. If it is available, the tools will automatically appear. If the Flip Feature tools are not visible, the particular product does not have the flip feature added to it.
- Available Templates By clicking on the top icon, thumbnails of all available templates for the product page showing will appear. To select, click on the desired thumbnail, hold, drag and drop it to the product page. The product page will turn a light blue for a moment.



•Thumbnail View - Click on the bottom icon to view all the pages of your product as you are creating it.

## Using the Flip Feature continued

An explanation of the tools underneath the template



- (1) Remove these pages will remove the page selected
- (2) Add a page before these will add a page before the page you are on
- (3) Flip to previous page will flip you back towards the beginning of the product
- (4)\* Flip to next page will flip you forwards through the product

#### \*IMPORTANT NOTE:

After placing images and text on a page, instead of clicking on the Add to Order button, click on this forward arrow button. This is how you will add each page to the product. **Only click Add to Order after all the pages have been created.** This is very important - clicking Add to Order after every page will result in your order being incorrect and costly.

An exception to this rule is if the product can not be completed and you need to save your order to come back to later. In this case, add the book to order "As Is" and then "Save for Later" (see page 12).

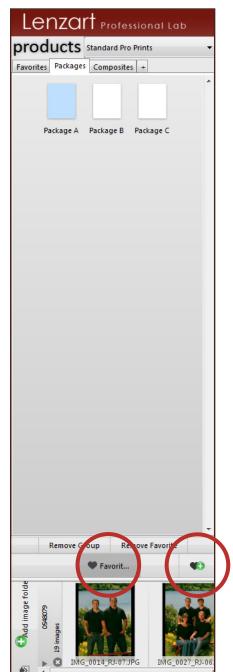
(5) Add a page after these - will add a page after the page you are on

NOTE: Not all products will have the add/remove page options activated. For products where there are set number of pages (calendars, for instance), adding and removing pages will not be an option.

(6) Reset Book (remove images) - will remove images from book

## Using the Favorites Section

The favorites section is like having your own product tab that contains products that are used by you on a regular basis. These can be basic prints and products, packages that you've created, or composites/designs that you have made and will want to access frequently.



Manage the Favorites section by clicking on the "Favorites" button below Products.

By default there is already a group named "Favorites". Use this or add your own.

To add a Group, click on the "+" tab, name the group where indicated and hit enter.

To remove a group, make sure that tab is selected and click on "Remove group".

To add a product to Favorites, have it selected/created from any catalog/size in ROES. Click on the "Favorites" button. Make sure the appropriate group in Favorites is selected/created. Then "Save this as a new Favorite Product" by clicking on the "Favorite" button, naming the favorite where indicated and hit enter.

To remove a Favorite, select and click "remove favorite"

To order from a favorite, simply select it the same way you would any other product.

To get out of the Favorites section click on the "Favorites" button again.

### Rendering an Order

By rendering a product created in Lenzart ROES, a low resolution jpg file is created. This is very useful because these low res files can then be sent via email, posted on your website and facebook page and/or used in marketing and sales pieces.

Before beginning there needs to be a folder somewhere on your harddrive to save the rendered images into. We suggest creating a folder named "Rendered Images" right on your desktop.

When a product has been created and is ready to be rendered, click Add to Order then View Order. Click on the Render button in the Order Review window (1). A message will come up telling you that you'll need to select a folder in which to save the images (we did that above). Click continue and in the browse window, direct it to the folder you created. Once in the folder, give it a file name that is appropriate (Smith Album, for example) and click Save.

It will now render out all the products in your order to that folder. Depending on the complexity of the order, this may take some time. A bar appears next to the Render button while this is in process, and disappears when it is complete (2). From here you can access your files via the folder on your desktop.

Because these files are low resolution, your clients will not be able to create acceptable prints from them. But this also means that they can not be sent to the lab to be printed.

