ASTRO*IMAGE CARDS August 7, 2010

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Taken at Big Rapids, Michigan

A number of you have written asking me about the various tarot-card-like astrology images I use and where they came from. I don't mind telling you how these came to be, but as you will see it has a personal element to it, so take note.

Some years ago, I went through a period of loss. I won't go into detail, but it kind of stopped me cold and popped me out of whatever day-to-day distractions I was into. It was quite a long period, years. There was nothing at that time that really could cheer me up.

I have always loved the tarot cards and feel that graphic images can add so much to words and text, and I realized that astrology had few to none such things. The idea kind of lifted me up and I decided to make some tarot-like astrology cards.

Well the first thing I did was to hire an artist, but soon found out that no matter how carefully I explained what I would like, it would come out different than what I imagined I needed. The artist was good and all that, so this is not a blame thing. And it was expensive AND it would take many years to finish. I was impractical.

Although my mother was a wonderful artist and all her five sons learned to draw, know colors and all of that, I did not have the draftsmanship skills to produce anything like tarot cards. But where there is a will, there is a way.

I began looking through hundreds of thousands of clip art images online and subscribing to various services. 99% of them were terrible, but 1% were tolerable to almost good. I began an extended journey to illustrate, however crudely, all of the parts of astrology I love. It took years, but at this point I have done 13,000 cards images covering almost every astrological factor in western and eastern astrology. It is hard for even me to believe I did that many, and some are upgrades of earlier tries.

I made them during this sensitive period I mentioned and these cards soothed my heart and lifted up my spirits. I tried to make each one express some meaning so that when you got an astrological text interpretation, you also got an Astro*Image card along with it to kind of get you in the mood. And I showed the cards to just regular people, non-astrologers, and they were into them. They too felt it helped to have an image with an interpretation. As I say, this went on for years, doing a few cards at a time.

These cards are all electronic, not printed. I designed them in Adobe Illustrator. In fact I do all my own graphics. And then I began to redesign written astrological interpretive reports, using graphics along with text and found that those who read their reports with graphic cards like them a lot better.

Today there are a couple of dozen reports, not all available yet, that include graphics along with the kind of interpretive text you would expect from an astrological report. Some of these reports

samples you can see on Astrologyland.com, and more are coming.

I am also getting ready to offer these reports as a service to my fellow astrologers, where they can advertise them on their site, we process them, and send them to their customers, and we split the proceeds. The businessman in me has to pay the bills, you know.

So there you have, the story of Astro*Image cards. I hope you like them. These are just a very few, shown with three examples per set. I wish I had a way to show you more of them. If you like them, I may have to do that.



