

Demonstrate research, evaluation, and

- A-1. How to analyze and evaluate direct mail pieces
- A-2. How to gather and synthesize content for use
- A-3. How to create compelling written and visual

How to design and produce projects

- B-1. How to create designs that meet mailing and
- B-2. The use of advanced style sheets in InDesign
- B-3. The effects of typography on layout

Understand the concept of commerce
with print vendors

- C-1. Printing terminology and how the commercial
- C-2. How to correctly prepare files for a commercial
- C-3. How to communicate with a print vendor and
- C-4. How to select a print vendor

Demonstrate more advanced skills r

Students are expected to attend class and
relevant observations are encouraged and
Computers in the classrooms are intended
experience. Instant messaging, gaming
student, the surrounding students, and
Students are ethically obliged to avoid th

Adobe InDesign CC (most current version) will be utilized
throughout this course. Students enrolled in distance learning sections are responsible for