

- Demonstrate research, evaluation, and analysis
- 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 content

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

- Understand the concept of commerce and work with print vendors
- C-1. Printing terminology and how the commercial printing process works
 - C-2. How to correctly prepare files for a commercial printer
 - C-3. How to communicate with a print vendor and negotiate pricing
 - C-4. How to select a print vendor

Demonstrate more advanced skills related to print production

Students are expected to attend class and participate in class activities. Relevant observations are encouraged and appreciated. Computers in the classrooms are intended to enhance the learning experience. Instant messaging, gaming, and social media use during class time, the surrounding students, and the instructor are prohibited. Students are ethically obliged to avoid the use of electronic devices during class time.

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