

## PROJECT 2: DIRECT MAIL CAMPAIGN

After viewing the Direct Mail Presentation, researching direct mail information and acquiring creative resources you will be designing a direct mail piece appropriate for your company. As part of an exercise you will complete a creative brief and define your purpose and method as well as create comps for concepts. Utilize your company information acquired earlier to help you determine the best approach. It can be just about any event, purpose, cause, etc. that works. Your card should be two sided at minimum, include your company logo and have the appropriate mailing information to be utilized as a bulk mailing item.

### SPECIFICATIONS:

Prepare file and imagery following these specifications:

Final card layout must be in InDesign.

Size: Use any of the standard postcard sizes shown in the Direct Mail Presentation.

Imagery: Raster - 300 dpi in CMYK, scaled to final size. Vector - Create files in Illustrator in CMYK as directed for P1-Logo design.

### PRESENTATION:

Mount the direct mail piece with two single sided cards flat or printed front/back in a mounted pocket.

### CRITIQUE:

Use your creative brief in preparing for your critique presentation.

### FOLDER AND FILES FOR DROP:

Name folder: LastName, FirstInitial P2

Files: xdirectmail.indd, all supporting files Packaged for Output, and your creative brief text file.  
(x=companyname)

### GRADING CONSIDERATIONS:

Creative Process	Creative Brief, utilization of research and creative resources	10
Subject	Appropriate choice of subject and purpose for company and audience	15
Design solution	Hierarchy, balance, flow, use of elements, unity and creativity	15
Color/Imagery	Appropriate choice, model, resolution	20
Typography	Font choice, use of family, point size, leading, alignment Correct information included	15
Software	Setup, document color mode, bleed (if used)	10
Critique	Appropriate support and verbal explanation of concept / methods	5
Presentation	Professional presentation mock up	5
Files	Folder / file names and extensions, supporting files included	5
Late deduction	10 points deduction if accepted	