Paper Engineering/Mailer

Direct-mail advertising is a significant outlet for graphic design. Recent advances in production technology have allowed for increasingly complex presentations of products and services that still conform to strict bulk-mailing standards. The aim with these packages is to capture and hold the audience's attention in an environment where they are very likely to throw the item away without opening it. Innovations in printing, binding and paper engineering are being utilized to transform these products and the consumer's relationship to the content that is being communicated.

While some type designers work independently, most type is designed for type foundries. Historically, these foundries would cast the type designs in metal or as matrices for various typecasting systems. As technology evolved, various hot, cold, photo and digital type founding processes were developed. Now, most type is produced digitally but we still buy our fonts from "foundries". Another part of the history of type production is the constant process of mergers, licensing and acquisition of type foundries.

For this project, you will design a mailer that re brands and represents a famous type foundry, its typefaces and its type designers. The foundry may have been consolidated into another foundry or it may still be operational. Similar to the current "remastering" trend in musical recordings, the fonts are being re-released under their original imprint and the mailer will promote the foundry to a contemporary design audience.

Process

1. Create a mailer that advertises your foundry.
    -research the history of your foundry, its typefaces and designers
    -the history of the foundry is important and lends credibility to the designs but the advertisement should make a bold, modern statement about the foundry
    -consider the technology, art, design, societal context that influenced the type designers
    -develop a contemporary brand identity for the foundry

2. Design a direct-mail piece that conforms to USPS guidelines.
    -consider folds, die cuts, finishes, inclusions that can enhance the value of the piece
    -special effects will encourage interest but should also be relevant to the content
    -consult usps.com for specific guidelines for mailability of the pieces
    -you have a lot of flexibility in design of the piece and can incorporate multiple page sizes, orientation, and elements, take care to maintain unity across the disparate elements

3. Explore paper engineering.
    -experiment with various devices to animate content or encourage interaction
    -consider various types of pop-up forms and paper folds but keep in mind that fairly simple explorations can have a dramatic effect on the viewer's interaction with the content
    -the best solutions will use paper engineering to amplify the content and not serve simply as an effect or decoration
    -examples of pop-ups and paper engineering can be found online. Some links have been added to the class homepage.

4. Design a poster that will be contained in the mailer.
    -recent font advertising has been more experimental, exploring the type in creative and unexpected ways. This poster should be something that the recipient values enough to hang up
    -there should be a clear conceptual and formal relationship between the poster and the mailer. Work to develop and maintain a unified design between the mailer and the poster

Final Presentation

1. Use both comprehensives and critique as a basis to work up completed project.
    -Final presentation will be of a single direct-mail piece.
    -Piece must contain multiple folds and interactive/kinetic elements
    -Mailer must contain a poster that is exactly 15.5x19.5"
    -Package must conform to USPS standards and be "machinable"
    -Piece must be designed to mail without an envelope

Project Two	**Schedule**
Feb 25	Syllabus. Introduction of Project One. **Homework**: Research your subject. 50 thumbnails of mailer/poster structure and layout. Research direct-mail examples, pop-up forms, page folding. Construct models. Create Style/Concept boards
Mar 1	Present Mailer Research/Concepts. Individual Critiques. Work Day. **Homework**: Black and white mailer designs.
Mar 3	**Due Today:** Black and white models of your mailer and poster for group critique. You may use dummy copy and images at this stage but packages must be completely constructed.
Mar 8	Work Day. **Homework**: Color Mailer/Poster Comprehensive.
Mar 10	**Due Today:** Full-scale color comprehensive of mailer and poster for group critique. Project must contain ALL information and be completely constructed.
Mar 15	Work Day. **Homework**: Complete final Mailer version.
Mar 17	**Due Today:** Mailer Due. Submit Workbooks for Grading.

Letraset
Monotype (MT)
Linotype (LT)
American Type Founders Corporation (ATF)
Bauer Type Foundry
Deberney & Peignot
Klingspor
Stempel
Ludlow
International Typeface Corporation (ITC)
Carter & Cone (Matthew Carter)
Adobe Originals