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.

The international group, Les Amis de la Typographie, have set out to recruit new members to their group. They will be hosting a series of birthday parties to celebrate the world's greatest living type designers and they want unique invitations to be created and mailed out to creative professionals in the USA. Because they want to appeal to designers, they know that this mailer must be exquisitely designed, innovative and unique.

Process
1. Create a birthday invitation for your assigned type designer.
   -the parties will be held at the Museum of Design in Oshkosh, Wisconsin
   -recipients of the mailers may not be familiar with the type designer's name but will most likely be familiar with their typeface designs
   -research, collect, and construct appropriate content for the mailer

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

3. Explore paper engineering.
   -experiment with various devices to animate content or encourage interaction
   -consider various types of pop-up forms and paper folds
   -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.

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 elements
   -Package must conform to USPS standards and be “machinable”
   -Piece must be designed to mail without an envelope
Project Two Schedule

Feb 26  Syllabus. Introduction of Project One.
   **Homework**: Research your subject. 50 thumbnails of mailer structure and layout.
   - Research direct-mail examples, pop-up forms.
   - Construct models.
   - Create Style/Concept boards

   **Homework**: Black and white mailer designs.

Mar 5  **Due Today**: Black and white models of your mailer for group critique. You must present two variations of your design. You may use dummy copy and images at this stage but packages must be completely constructed.

Mar 10  Work Day.
   **Homework**: Color Mailer Comprehensive.

Mar 12  **Due Today**: Full-scale color comprehensive of mailer for group critique. Project must contain ALL information and be completely constructed.

Mar 17  Work Day.
   **Homework**: Complete final Mailer version.

Mar 19  **Due Today**: Invitation Mailer Due. Submit Workbooks for Grading.

Adrian Frutiger  May 24, 1928
Mathew Carter  October 1, 1937
Carol Twombly  June 13, 1959
Robert Slimbach  December 15, 1956
Hermann Zapf  November 8, 1918
Edward Benguiat  October 27, 1927
Erik Spiekermann  May 30, 1947
Gerard Unger  January 22, 1942
Kris Holmes  July 19, 1950
Akira Kobayashi  July 4, 1960
Sumner Stone  June 9, 1945
Ronald Arnholm  April 1, 1939
Hans Eduard Meier  December 30, 1922
Gerry Barney  January 1, 1939