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# THE DESIGNER

How to Create Killer Mailings  
Without Killing Your Designer in the Process

**DMAW**  
Direct Marketing Association of Washington



# THE DESIGNER



# Photos/Images

- Copyright issues



PUBLIC LAW 94-553—OCT. 19, 1976

90 STAT. 2541

Public Law 94-553  
94th Congress

An Act

For the general revision of the Copyright Law, title 17 of the United States Code, and for other purposes.

Oct. 19, 1976  
[S. 22]

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,*

Title 17, USC,  
copyrights.

**TITLE I—GENERAL REVISION OF COPYRIGHT LAW**  
Sec. 101. Title 17 of the United States Code, entitled "Copyrights", is hereby amended in its entirety to read as follows:

**TITLE 17—COPYRIGHTS**

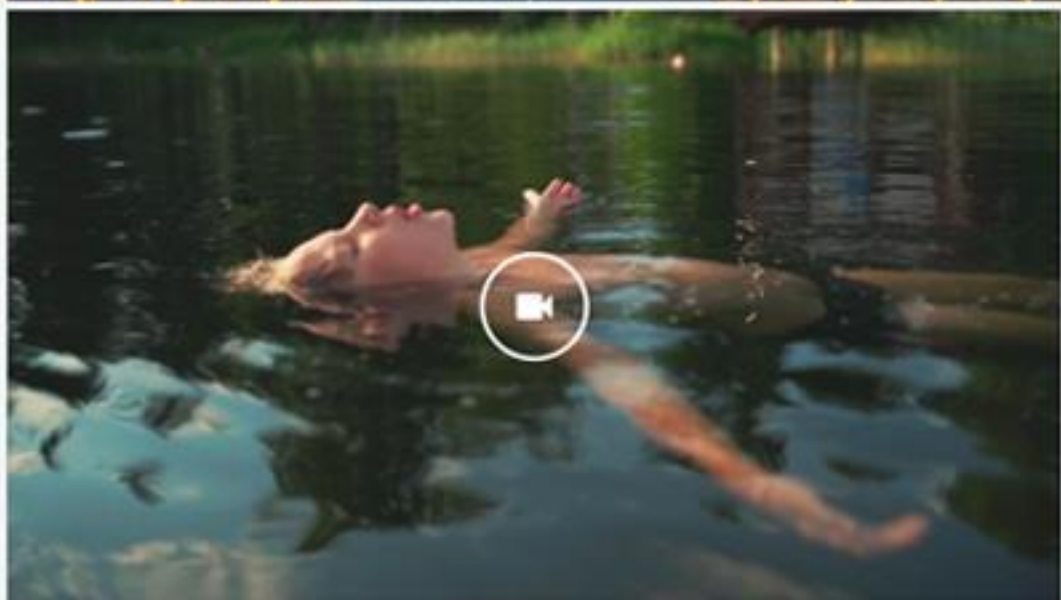
CHAPTER	Sec.
1. SUBJECT MATTER AND SCOPE OF COPYRIGHT-----	101
2. COPYRIGHT OWNERSHIP AND TRANSFER-----	201
3. DURATION OF COPYRIGHT-----	301
4. COPYRIGHT NOTICE, DEPOSIT, AND REGISTRATION-----	401
5. COPYRIGHT INFRINGEMENT AND REMEDIES-----	501
6. MANUFACTURING REQUIREMENT AND IMPORTATION-----	601
7. COPYRIGHT OFFICE-----	701
8. COPYRIGHT ROYALTY TRIBUNAL-----	801

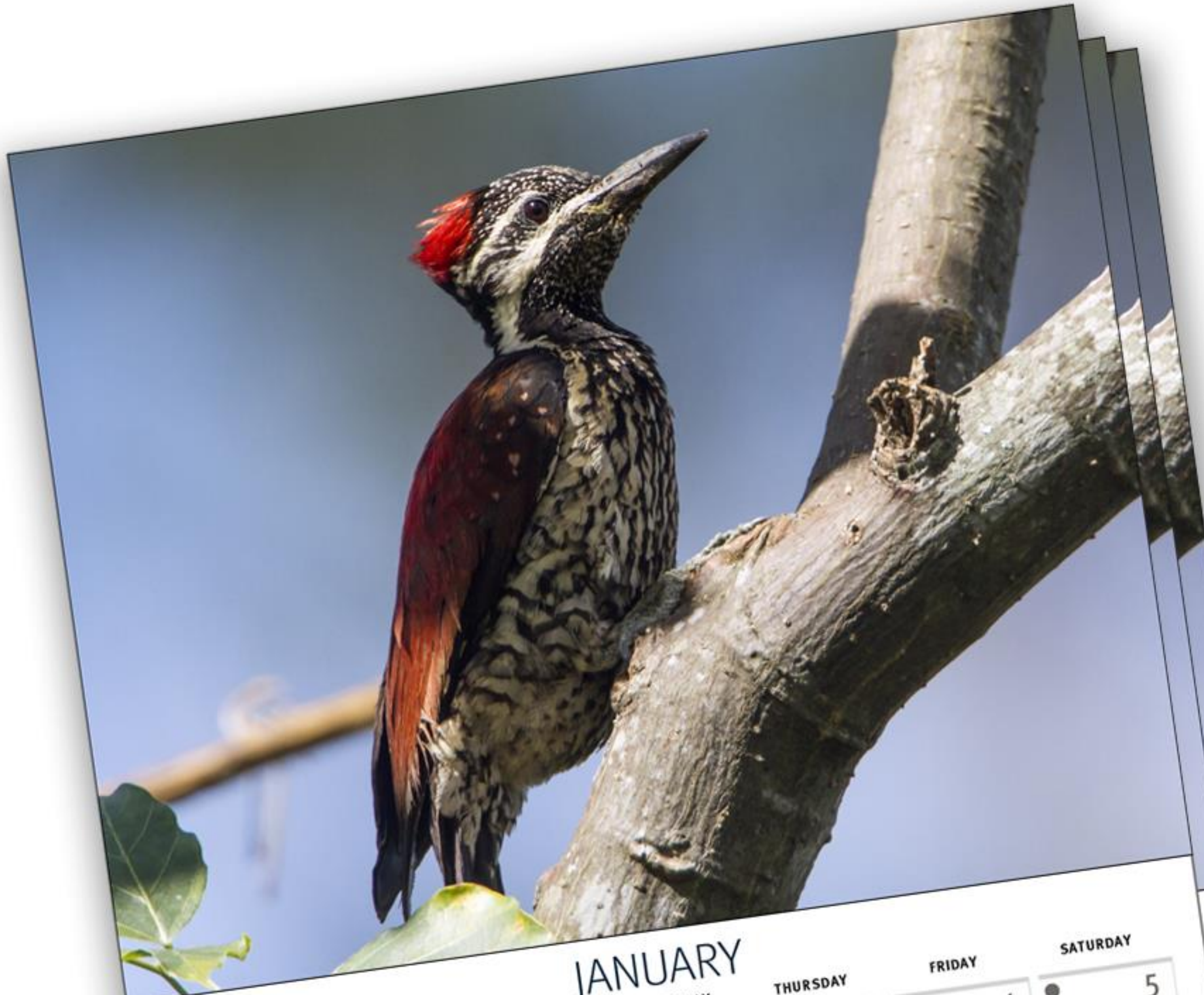
**Chapter 1.—SUBJECT MATTER AND SCOPE OF COPYRIGHT**

Sec. 101. In general. and derivative works.

Explore

Share  





DECEMBER 2018		JANUARY		FEBRUARY		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
						12

# Photos/Images

- Copyright issues
- Calendar images pulled from FLIKR



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- Tracking down the photographer in Bora Bora





# Photos/Images

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- Tracking down the photographer in Bora Bora
- Check your licensing agreement
  - Limited # of impressions
  - No Internet use
  - Market restrictions



Get rid  
of that *unhealthy*  
old car...



## What is ROI?

work, shrink wrapping, and mailing services to customers such as printers, trade associations, and advertising and marketing agencies. This "real world" work experience opens doors to independence for employees, while offering a valuable business service to the community.



paycheck  
granted.  
abilities  
(or autism),  
ance to

is a private,  
side training,  
nities for  
ed adults.  
assembly



## Don't know what to do with your old car? Ask ROI!

**My old car needs a new home. Can I donate it to ROI?**

Yes! We'd love to have it!

**What if it's not exactly in "tip-top" condition?**

That's OK! ROI will gladly accept vehicles that are not currently in running order.

**How much will it cost me?**

Nothing! There's no cost to you.

**What if my vehicle needs to be towed?**

We'll take care of it! You don't even have to be home at the time.

**Does it have to pass inspection first?**

No! You do not have to get the vehicle inspected.

**What about paperwork and other hassles?**

It's hassle-free! Just call us, then fill out one brief form. We'll handle the rest. You don't even have to deal with the Motor Vehicle Administration!

**Is my donation deductible?**

Absolutely! We'll send you an acknowledgment of your gift, which you can use to claim the fair market value of your vehicle at tax time.

**Do you accept trucks too?**

Yes! Trucks, vans, motorcycles, campers and more. So be sure to tell your friends, relatives, and co-workers about the ROI Vehicle Donation Program!

**Great! What's the phone number and who do I ask for?**

Call ROI at 301-731-4242 and ask for the vehicle donation program coordinator. Or complete and return the enclosed response form.



# Photos/Images

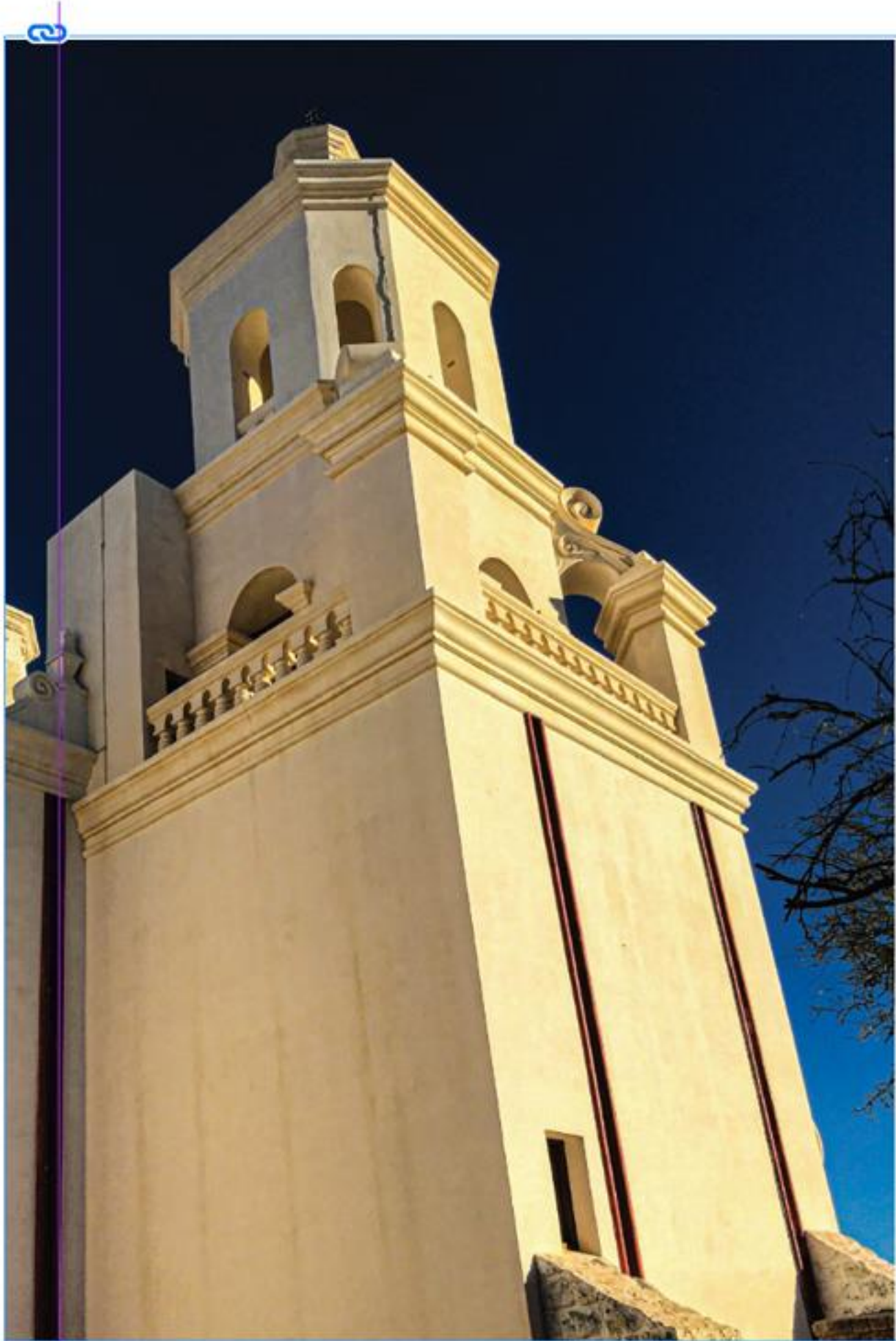
- Copyright issues
- Calendar images pulled from FLIKR
- Tracking down the photographer in Bora Bora
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  - Limited # of impressions
  - No Internet use
  - Market restrictions
- Clip art?



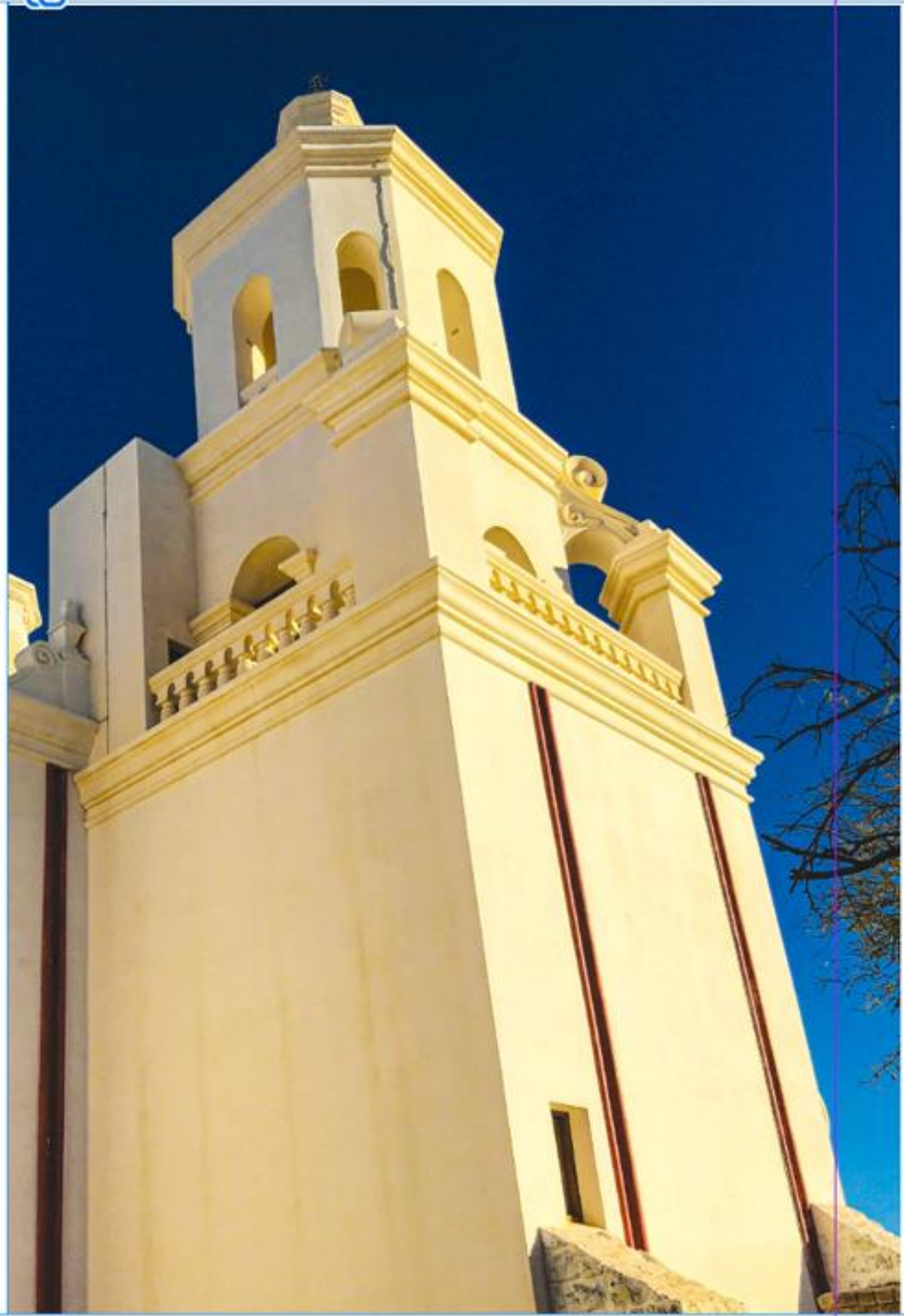
# Photos/Images

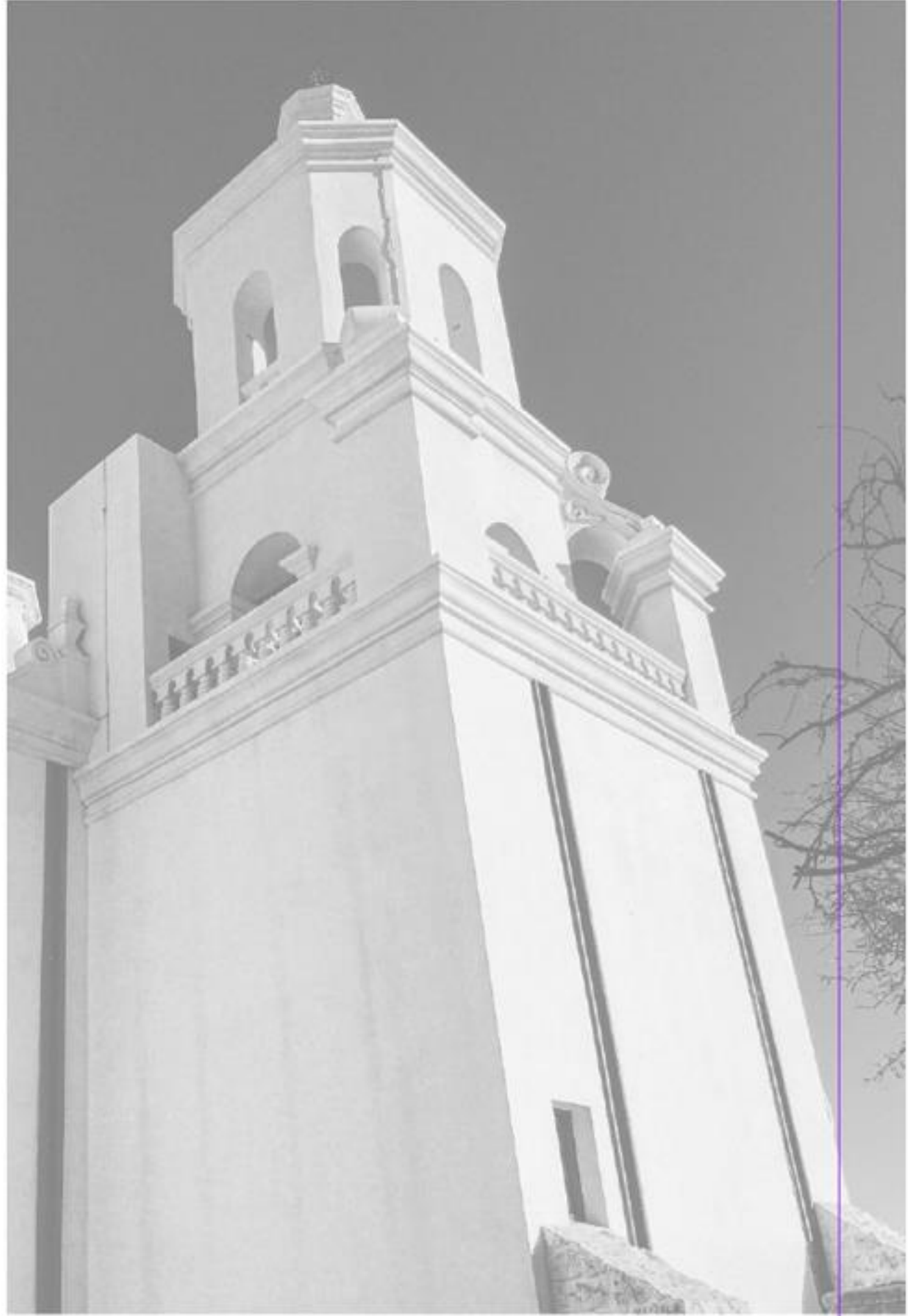
- Reproduction issues
- Ink Density



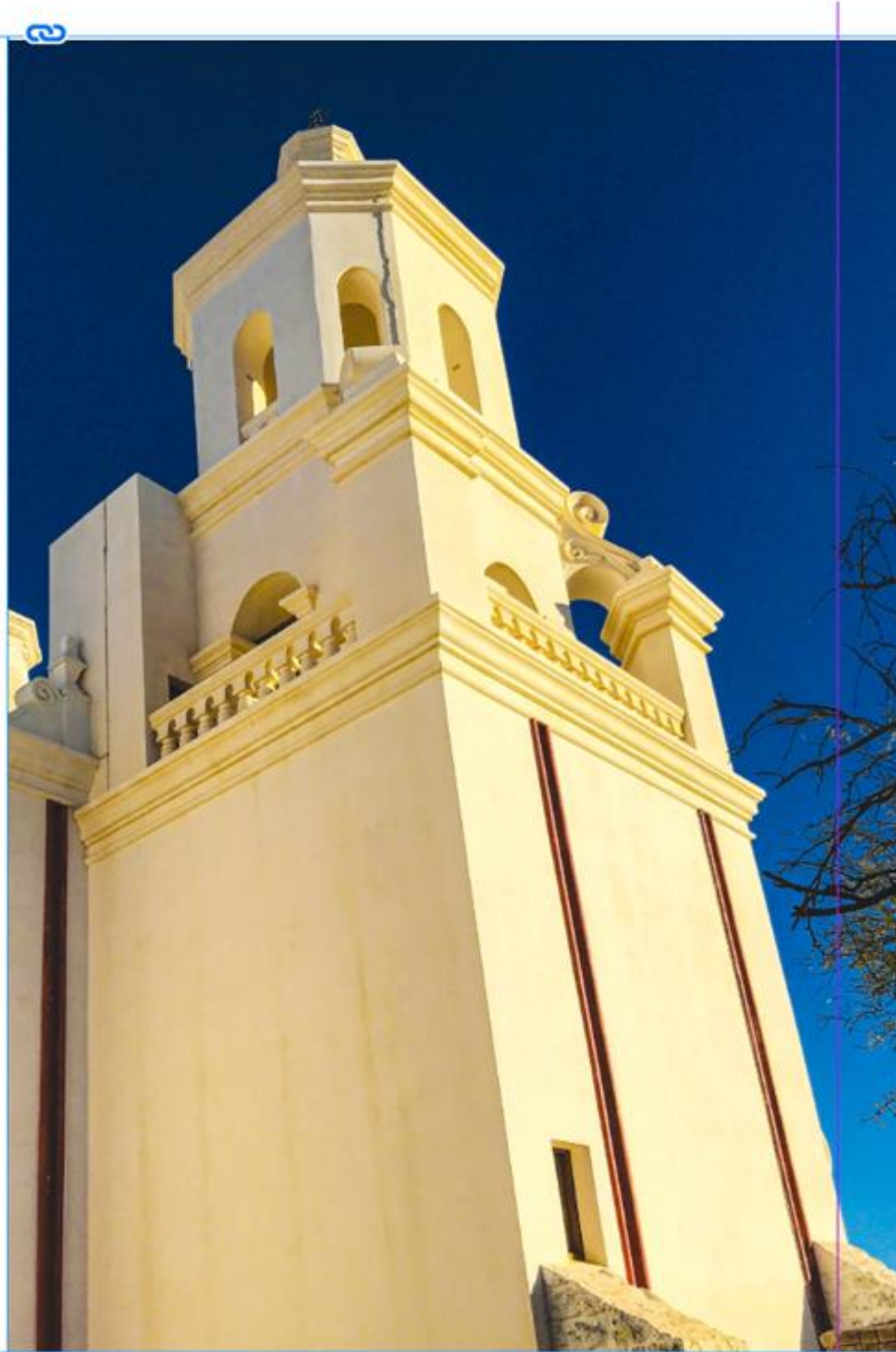
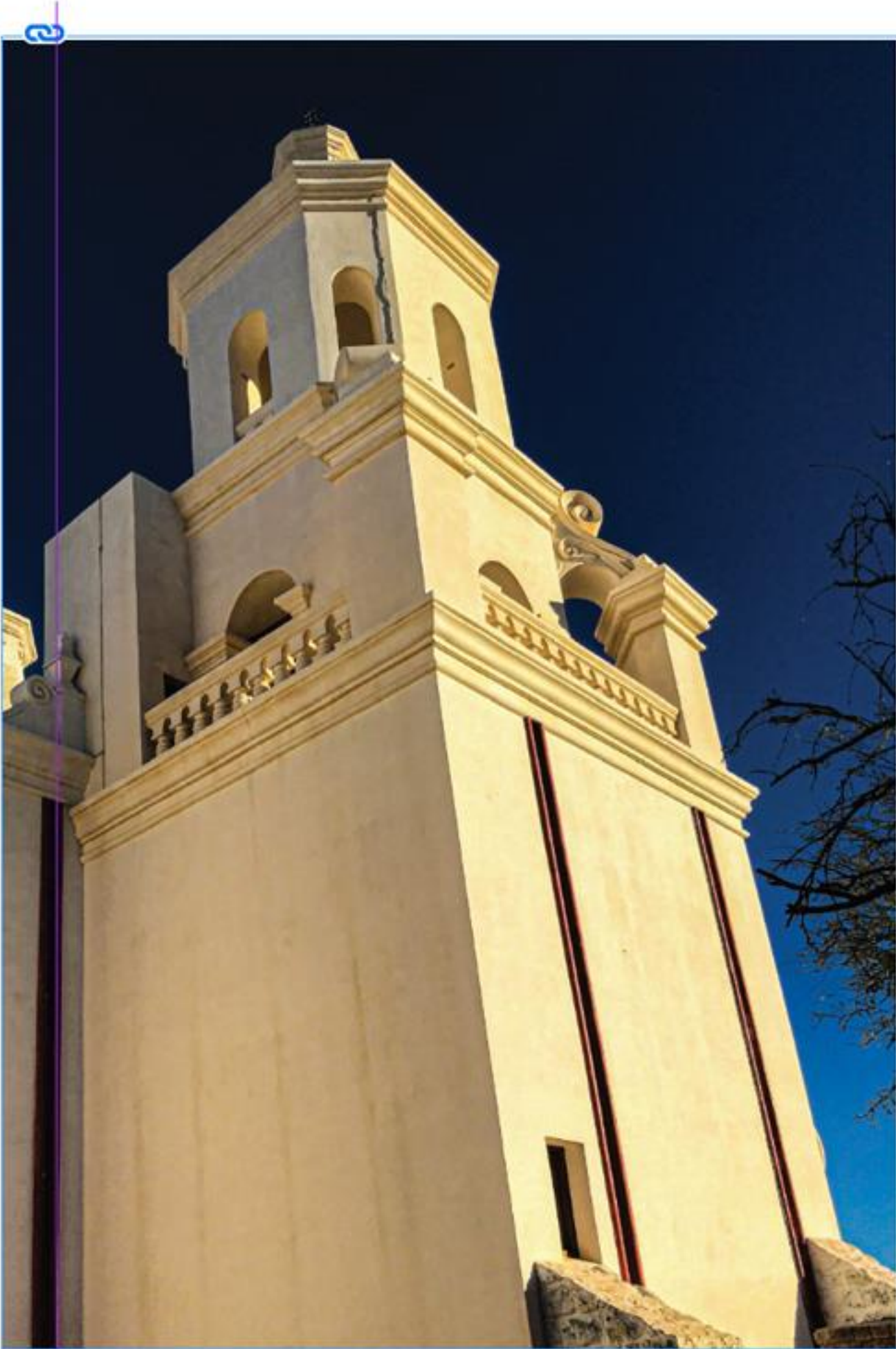










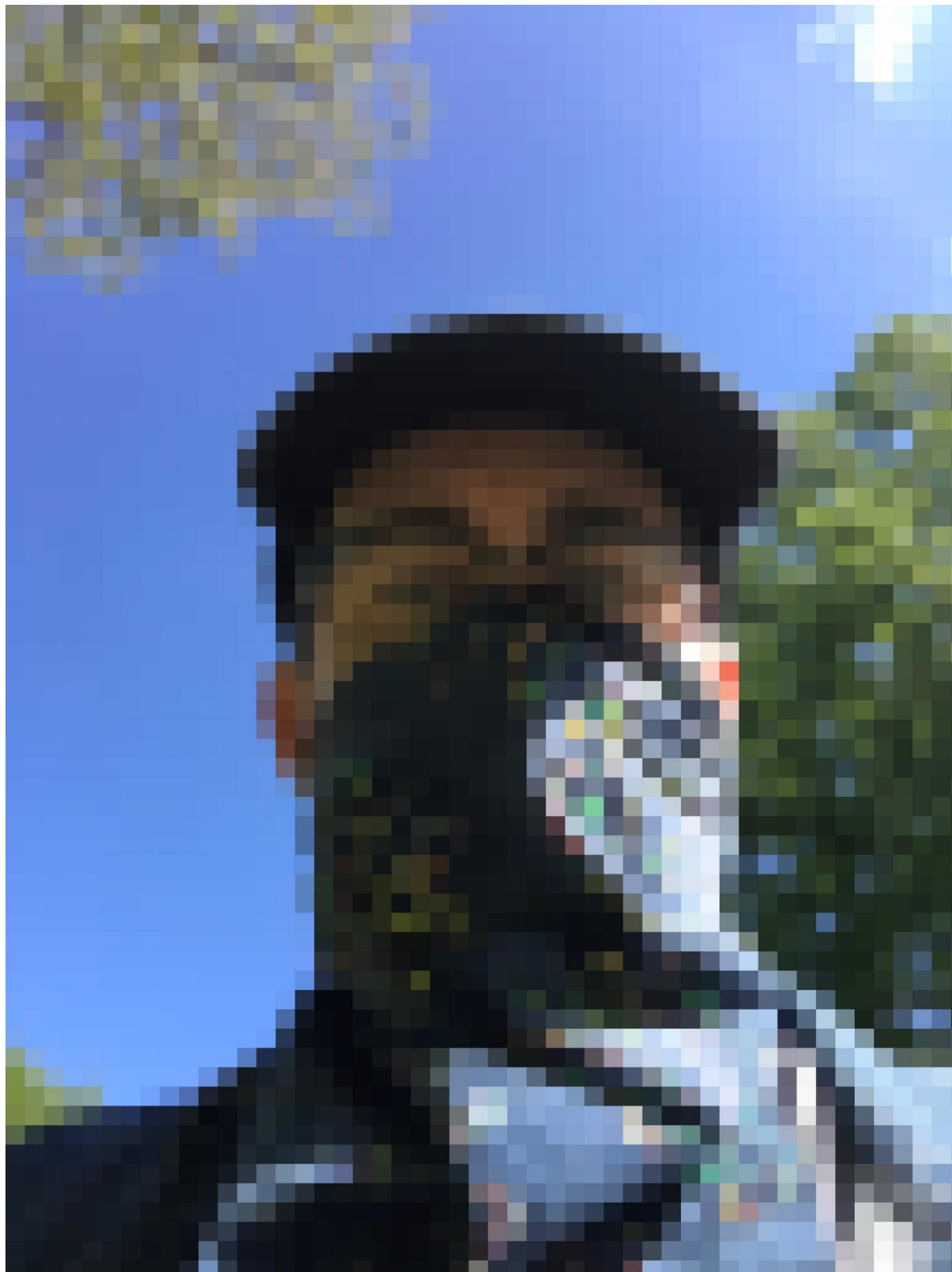


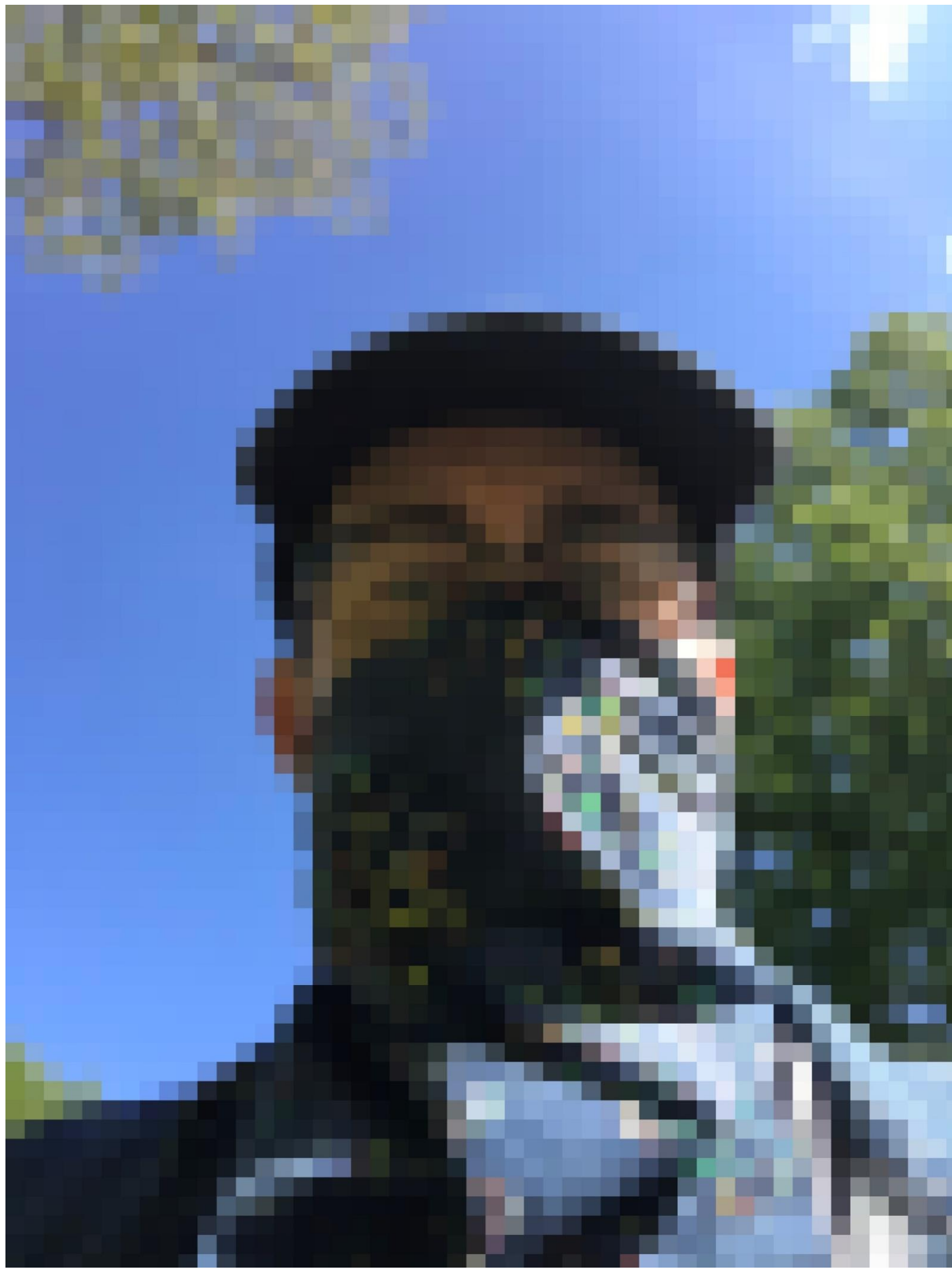
# Photos/Images

- Reproduction issues
- Ink Density
- Enlarging a raster image file
  - *Image can always be reduced in size but not enlarged*
  - *Vector images, eps files and AI files can enlarge and reduce*









# Photos/Images

- Reproduction issues
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  - *Vector images, eps files and AI files can enlarge and reduce*
- Resolution
  - *Pixelated*
  - *Blurry*
  - *[dr-2.com/imageprint.html](http://dr-2.com/imageprint.html)*





## What size can I print my image?

Images that look great on your screen, won't always reproduce well when printed.

If you know the pixel width and height of an image, you can calculate the maximum physical size (in inches) that your image can be used in print without the image looking fuzzy, blurry, choppy, pixelated — you name it.

Enter the pixel dimensions of an image.


width:

 pixels

height:

 pixels

resolution:

Here's the maximum size your image can be used in printed materials, without looking terrible.

width:

 inches

height:

 inches

# Photos/Images

*[dr-2.com/imageprint.html](http://dr-2.com/imageprint.html)*





# Colors

- Spot vs CMYK

- Designer used CMYK of logo even though the client specified that the logo should always print in 3 spot PMS colors.



# Colors

- Spot vs CMYK

- Designer used CMYK of logo even though the client specified that the logo should always print in 3 spot PMS colors.
- How many colors is the brochure?
  - 32, seriously?



# Colors

- RGB vs CMYK

- RGB is for digital

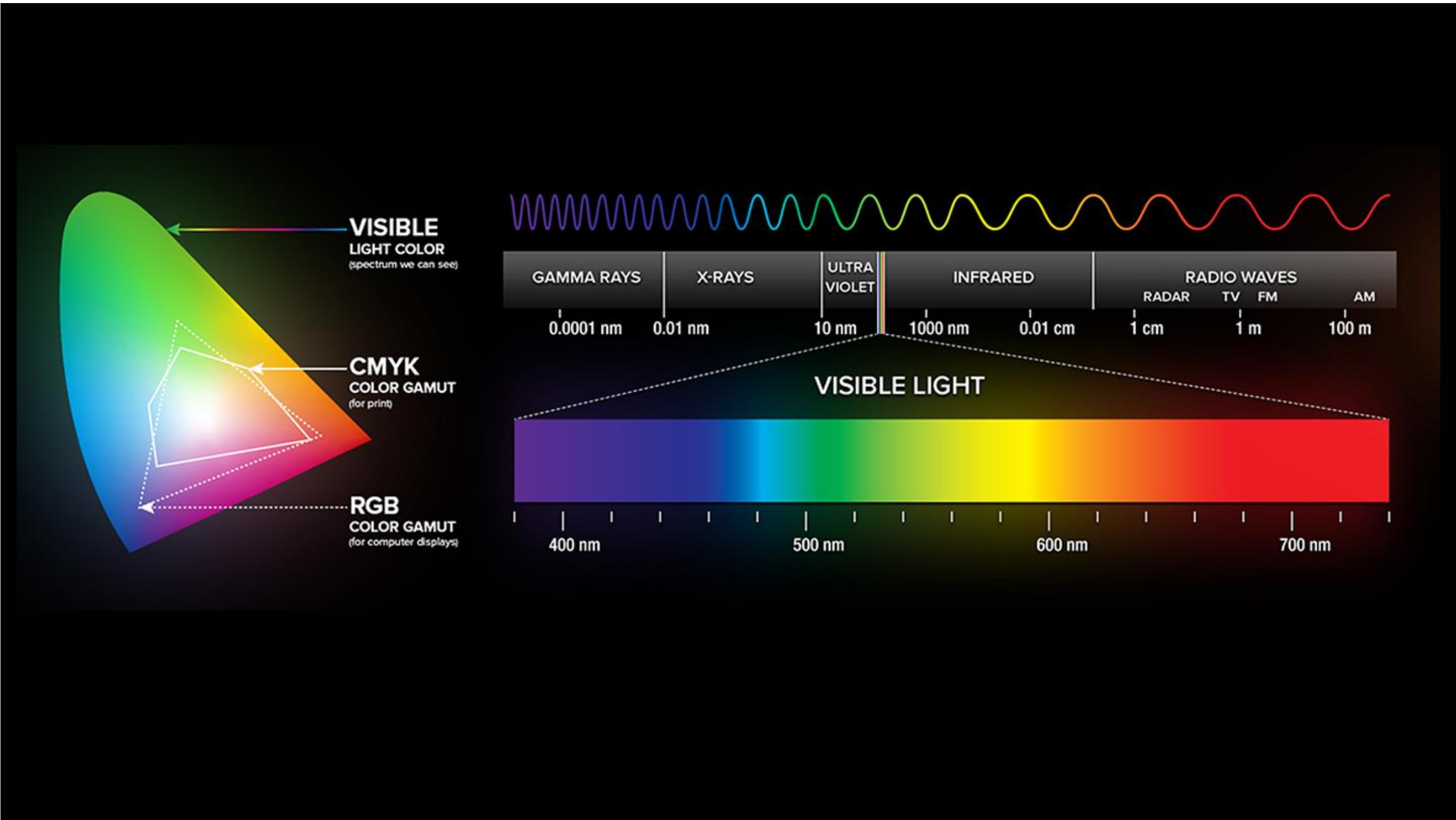
- CMYK for print

- *“But it doesn’t look as good when I convert it to CMYK”*  
—Senior Designer at Fortune 500 Firm

- Color Gamut

- Millions of colors vs 16,000





# Copy

- Proofreading





**1 800 000-0000**

# Copy

- Proofreading
  - CAP 1 800 #
  - Fort Rucker Army slides



# Copy

- Cutting Copy/Not Cutting Copy
  - Copy was too long so the designer cut the second page of the letter
  - Designer shoehorned too much copy onto one page and now it is unreadable
    - Tiny margins
    - Smaller type size
    - Really tight leading
  - Ask strings
    - 17 reply forms different segments with different ask strings
      - “I made them all the same.”*
      - Newbie Designer*





# Fonts

- Licenses
  - Make sure you own the license

A B C  
D E F  
H I J K  
N O P  
T U V 7

# Horror Fonts

Fonts 1 - 10 of 202

horror x halloween scary display headline regular poster eroded heavy pointy bold rough grunge black tapered outlined narrow comic ...more

Usage rights [Download](#)

Metal Macabre

USAGE RIGHTS

[Download](#)

You Murderer BB

USAGE RIGHTS

[Download](#)

Riky Vampdator Normal

USAGE RIGHTS

[Download](#)

Scream Real

USAGE RIGHTS

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Create professional websites  
[Start Now](#)

weebly  
Build your own free website  
[Start Now](#)

Design a website easily  
[Start Now](#)

# Fonts

- Licenses

- Make sure you own the license
- You can download a lot of fonts for free for personal use but you need to pay most of them for usage rights for any other use.

A B C  
D E F  
H I J K  
N O P  
T U V 7

# Fonts

- Not including fonts with the art files
  - The designer didn't include the font

A B C  
D E F  
H I J K  
N O P  
T U V 7

# Fonts

- Not including fonts with the art files
  - The designer didn't include the font
  - The designer converted all the text to outlines so while I don't have to worry about including the fonts, now I can't edit the copy.

A B C  
D E F  
H I J K  
N O P  
T U V 7

# Design

- **Folding Dummies**

- Finding out that the copy doesn't make any sense when the self-mailer is on press.
- Full size printouts
- *Does everything fit in the envelopes?*
  - *Does the address show through the window?*
  - *"I don't think I like designing direct mail, there are a lot of things you have to consider all the time."*

—*Publications Designer*

- **Paper stock**

- Printed samples so you can see what ink looks like on it
- Ink drawdowns for specific PMS colors



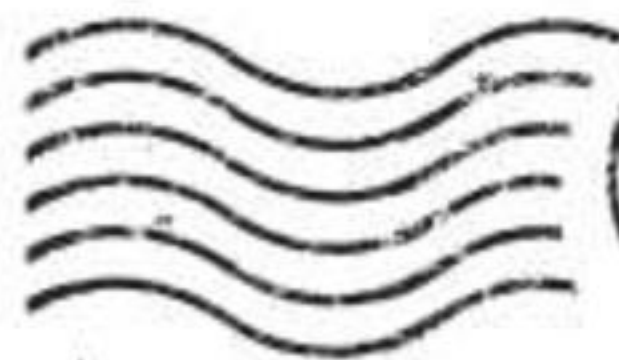
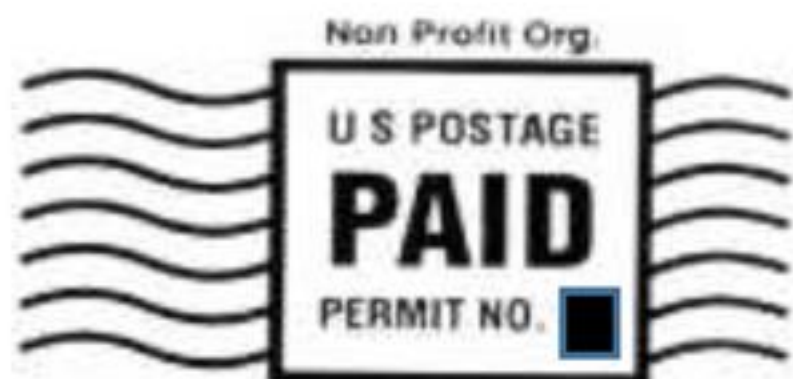
# Design

- Fake Meter Marks
- Fake Cancellation



## Cancellation Marks & Faux Postmarks

Cancellation marks (Except Mailer's Precancellation Postmark) and faux postmarks are not acceptable because they give the impression the piece has been cancelled by USPS. In the examples below, there are also other issues with the designs such as printing to the right of the permit imprint or clearance around the permit imprint.



PRESORTED  
FIRST-CLASS MAIL  
US POSTAGE  
PAID  
EL PASO, TX  
PERMIT No. [REDACTED]



## Acceptable Cancellation Marks (Mailer's Precanceled Postmark)



## Cancellation Marks & Faux Postmarks

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**Acceptable Cancellation Marks (Mailer's Precanceled Postmark)**