

D • E • S • I • G • N CHEAT SHEET

1

Pick your format. Formats include:

1. Cards and Postcards
2. Self-Mailers
3. Letters
4. Dimensional
5. Catalogs

2

Paper options are vast, from standard offerings to premium stocks. **What paper will you choose?**

3

Will you have variable data?

4

Do you have all of the photos you will need? Are they high resolution?

5

If you do not plan on using product or company photos, stock art is an excellent choice to spruce up the piece and support the copy. Just be sure to pick images that are relevant to the copy.
Do my images look believable or cheesy?

6

What will I utilize in my piece? Custom printing effects include:

- Folds
- Embossing
- Metallic Ink
- Foil Stamping
- Die Cutting
- Spot UV Coating