

A HOLISTIC STRATEGY TO TEACH VARIABLE DATA PRINTING

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Introduction

- VDP has enormous potential
- However, growth has been slow because lack of knowledge about:
 - ▣ Databases
 - ▣ Coding for VDP
- Fluency in these areas isn't necessary, but literacy is!

The Concept

- Students create a campaign over the course of three projects
 - ▣ Project 1
 - Design an eye catching document to convince the recipient to enter information on a website
 - ▣ Project 2
 - Design a relational database that will contain the information gathered from the website
 - ▣ Project 3
 - Create VDP document based on information in the database

Project 1

- The first document should be an eye-catching design with placeholders for name and address
 - ▣ The design should represent an excellent use of layout, color, typography, images, and folding or die cutting
 - ▣ Copy promotes the company and persuades the recipient to visit the company's website
- Learning Outcomes:
 - ▣ Design, technical requirements for digital presses, USPS regulations



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File Criteria

- Images
 - ▣ Images should be RGB, all the same effective resolution (150-300ppi), tag with an ICC profile
- Color
 - ▣ RGB or Spot
 - ▣ If you use spot colors in the InDesign Ink Manager check Use Standard Lab Values for spot colors
- Output as a PDF/X-4

Project 2

- Design a relational database that will contain the information gathered from the website
 - ▣ Database consists of two tables, one for customer information and the other for company information
 - ▣ Both tables will be linked by a primary key
 - ▣ In addition students design an entry screen, address labels and a form letter
- Learning Outcomes:
 - ▣ Datatypes, database design, UI design

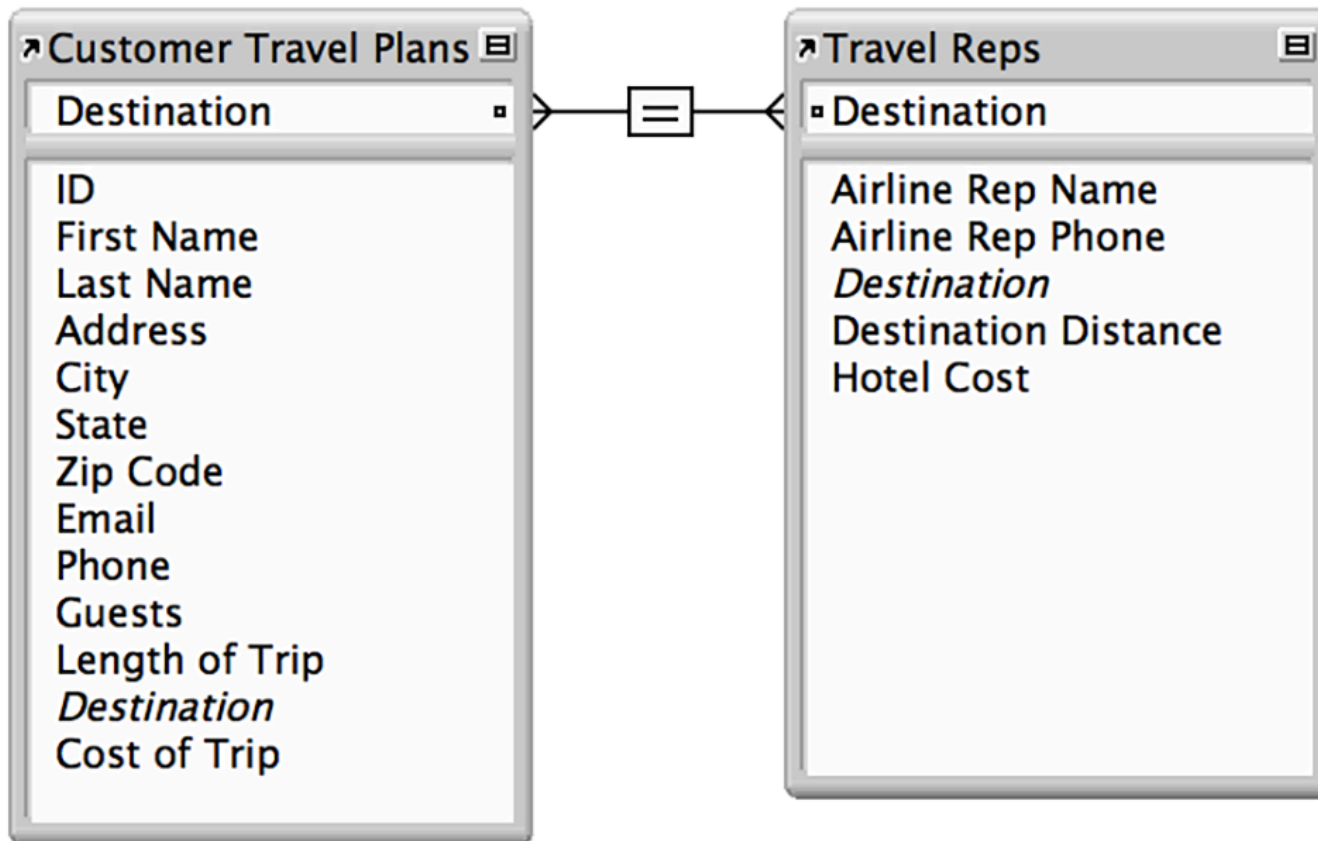
Criteria

□ Customer Information

- First, Last Name
- Address
- City, State Zip
- Email
- Phone
- Guests
- Length of Trip
- Destination

□ Company Information

- Representative name
- Representative phone
- Destination and destination distance
- Hotel cost
- Airline cost
- Total trip cost





Customer Info

Cost Info

First Name

Last Name

Address

City

State

Zip Code

Email

Phone

Destination

Guests

Length of Trip days Cost of Trip

Labels

Letter

Project 3

- Create actionable rules based on a business plan and output VDP documents as PDF files.
 - ▣ Select a target city from 20,000 customer records
 - ▣ Create a complex VDP layout that includes several elements of personalization.
 - ▣ Create an additional layout that makes a call to action, such as an offer or a reminder.
- Learning Outcomes:
 - ▣ Data mining, actionable rules, VDP design, cross media

Project 3

- Write a brief business plan based on:
 - ▣ Analysis of the data
 - ▣ Goals of the personalized campaign
 - ▣ Actionable decisions that will be made
- Map Touch Points
 - ▣ Create two layouts in a single InDesign document and map out the touch points for each layout.

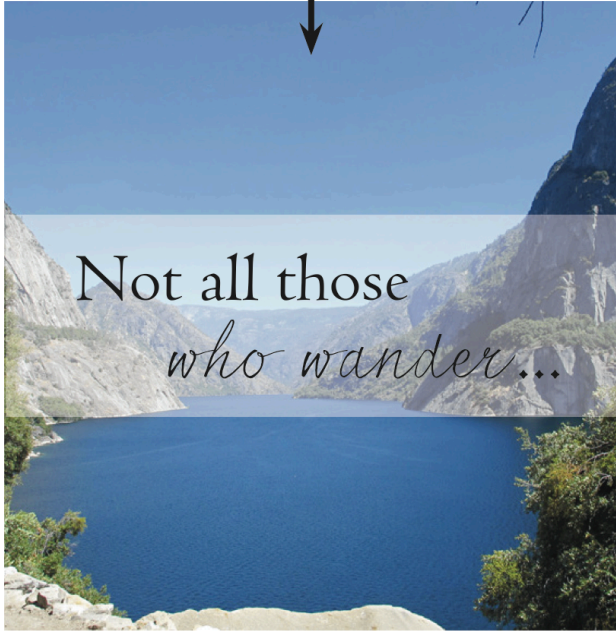
Data Analysis

A	B	C	J	K	L	M
ID	First Nam	Last Nam	Destinatio	Guests	Length of T	Cost of Tri
10	Knox	Castaneda	Macau	8	14	10377.28
71	Philip	Mcintyre	District of Co	6	21	10297.44
73	Vera	Villarreal	New Orleans	6	21	10040.04
36	Lee	Rutledge	Death Valley	6	21	9822.9
29	Gay	Christensen	Italy	5	14	9120.95
74	Mari	Pennington	Chicago	5	21	8354.6
81	Echo	Avila	Macau	8	7	8249.28
54	Ebony	Garza	Big Sur	7	14	7872.06
42	Sharon	Mayer	Macau	8	5	7641.28

Layout One

- Complex layout with personalized content
 - ▣ Minimum required personalization for this layout:
 - Address person by first name
 - Name of destination in text
 - An image that changes based on destination
 - At least **three** rule based variables based on your business plan

Destination Photo



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who wander...

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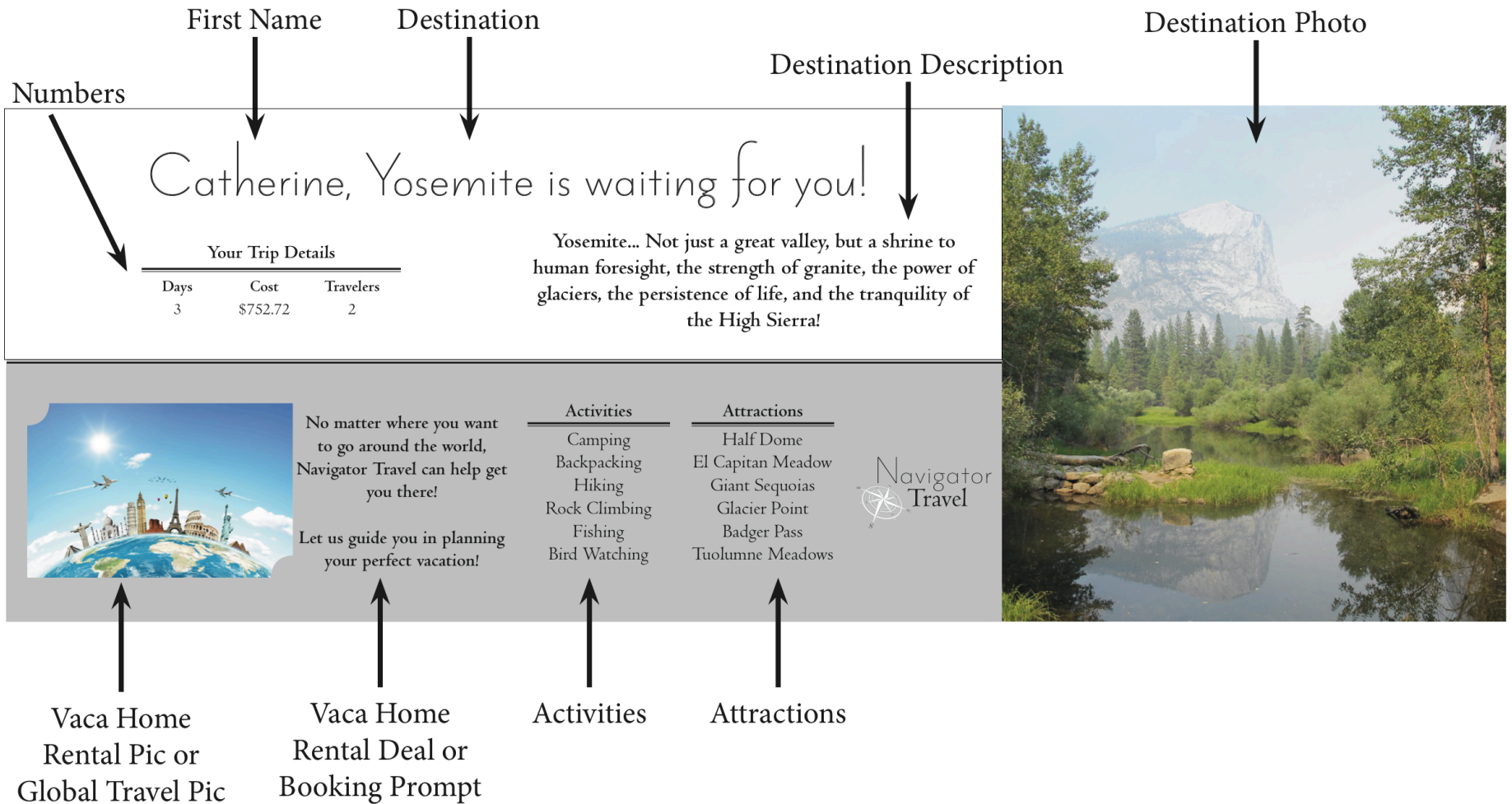


Address

Destination Photo



...are lost.



Layout Two

- A layout that is a call to action
 - ▣ Layout should include basic personalization such as first name and address.
 - ▣ It should also include a rule based call to action.
 - The rule can offer discounts, reminders, offers for additional services, etc.

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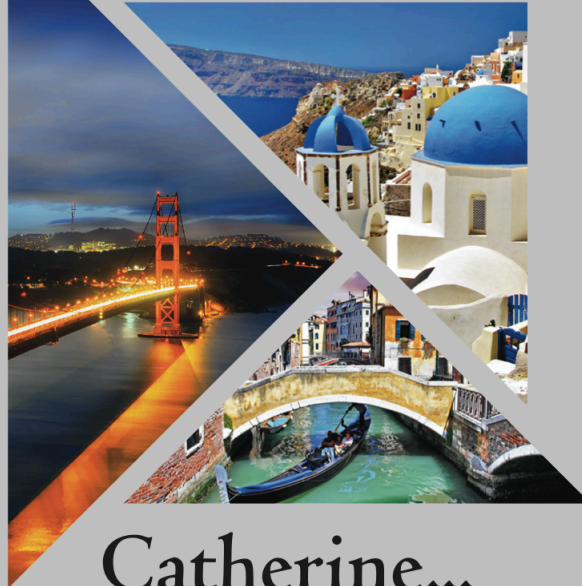


Address

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Catherine...

... let us to help you discover
and plan your perfect vacation!

First Name

Start your
journey today
with this
exclusive offer!

Scan this code to
instantly receive 20%
off your hotel fees!



QR Code with Travel
Rep Phone Number

Edit Content Object "Vacation Rental Offer"

Name:

Type:

Campaign Dial

OK

Annotation:

Extended Functions

Cancel

View QLingo...

Rule

Then value = ...

Apply Style: +

Then value = ...

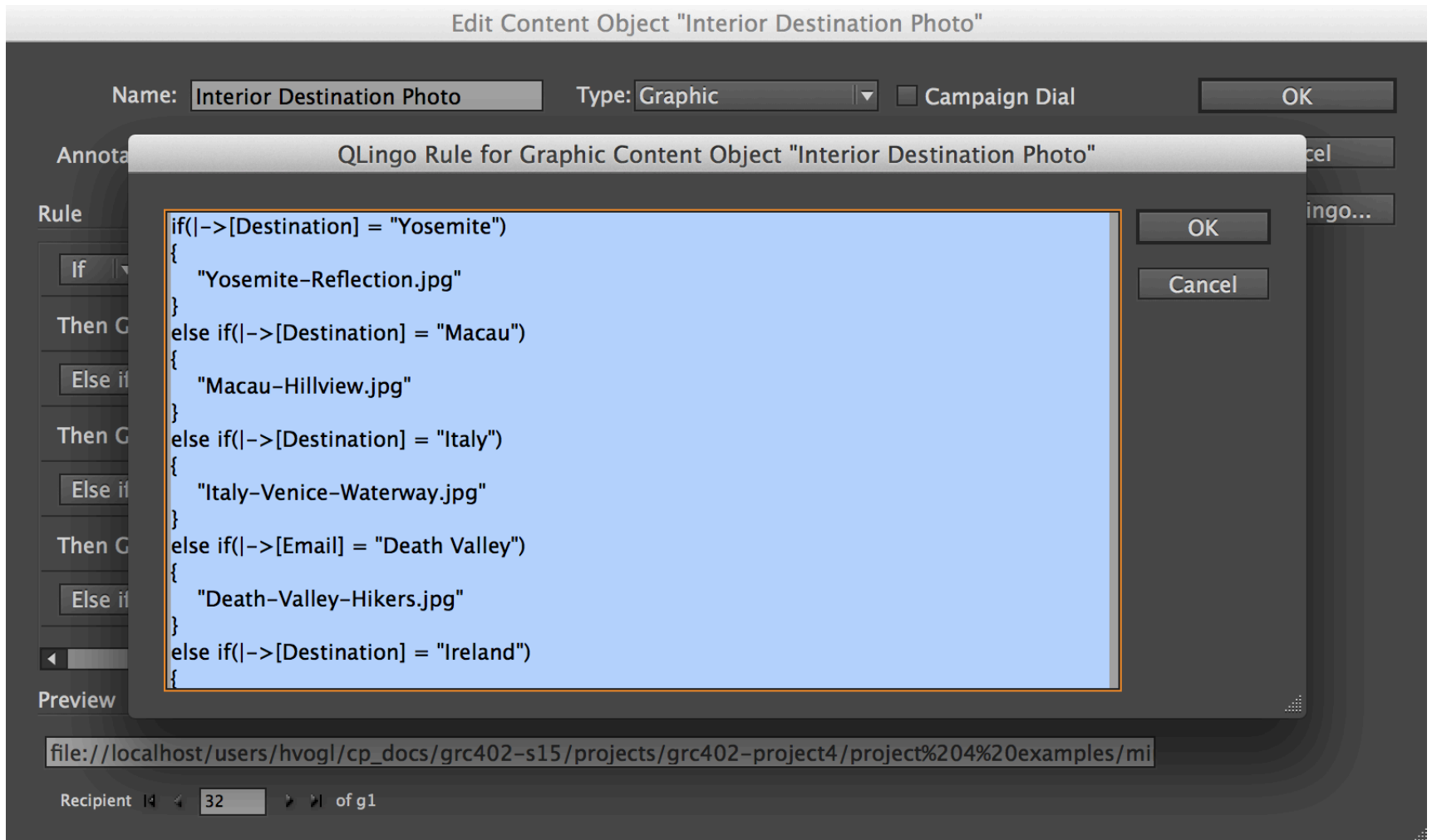
Apply Style: +

Else value = ...

Preview

< Character Style 2 > No matter where you want to go around the world, Navigator Travel can help get you

Recipient of g1




Results

- Project one stimulated a lot of creativity
- Project two some students had difficulty with database principles, but they were interested in designing the user interface
- Project 3 students did well designing rules for the VDP documents
 - ▣ However, some students wanted to test out rules first and then create a business plan
 - ▣ This did have merit

For the Future

- Eliminate address labels and form letter from database project because they are redundant
- Reduce VDP to one document to give students more time to absorb concepts and allow them to create a preliminary VDP document before the business plan



Thank You
Any questions?