MAILING & DISTRIBUTION
Course Syllabus

Course Number: PRNT-1295
OHLAP Credit: No
OCAS Code: None
Course Length: 30 Hours
Career Cluster: Arts, A/V Technology & Communications
Career Pathway: Printing Technology
Career Major(s): Print Production

Pre-requisite(s):
This course covers concepts related to mailing and distribution in the graphic communications industry.

Textbooks:
Printing in a Digital World by David Bergsland, Delmar, Thomson Learning (1997)

Course Objectives:

A. Identify Appropriate Packaging Materials for a Particular Job.
1. Envelopes
2. Mailers
3. Labels

B. Explore Mailing.
1. Identify different carrier options.
   a. United States Postal Service (USPS)
   b. Private carriers (e.g., Airborne, DHL, Federal Express, UPS)
2. Demonstrate standard addressing.
   a. USPS domestic address standards
   b. USPS international address standards
3. Explain sorting methods to prepare materials for mailing.
   a. Trays
   b. Pallets
   c. Mail sacks
   d. Labeling
4. Understand factors affecting distribution.
   a. USPS mail class divisions (First Class, Standard Mail, Periodical Mail, etc.)
   b. Pricing and budgets
   c. Drop-shipping
   d. Manifest lists
   e. Issues related to transit efficiency
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C. **Comprehend the Effect of Mailing and Distribution on Graphic Design and Printing.**
   1. Demonstrate ability to solve problems.
   2. Communicate with clients, production artists, printers, or other key personnel.
   4. Apply knowledge of mailing and distribution standards, regulations, and pricing.
   5. Explain how mailing and distribution standards, regulations, and pricing can conflict with client needs and expectations.
      a. Design considerations
      b. Bindery considerations

D. **Understand Variable Data Printing.**
   1. Explain variable data printing (VDP).
      a. Define variable data printing.
   2. Identify common uses for VDP.
      a. Direct marketing
      b. Customer relationship management
      c. Advertising
      d. Invoicing
   3. Understand levels of printing customization.
      a. Elements of customization (e.g., text, graphics, images)
   4. Identify methodology for VDP.
      a. Combining document template and variable information during printing
      b. Combining document template and variable information prior to printing using specialized VDP software applications

All unmarked objectives are TTC instructor developed.

**Teaching Methods:**
The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

**Grading Procedures:**
1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

**Description of Classroom, Laboratories, and Equipment:**
Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

**Available Certifications/College Credit**
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.
College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.