

DYK



MAKING THE GRADE

How Higher Education
Institutions Are Using Print to
Reach Prospective Students,
Alumni and Donors

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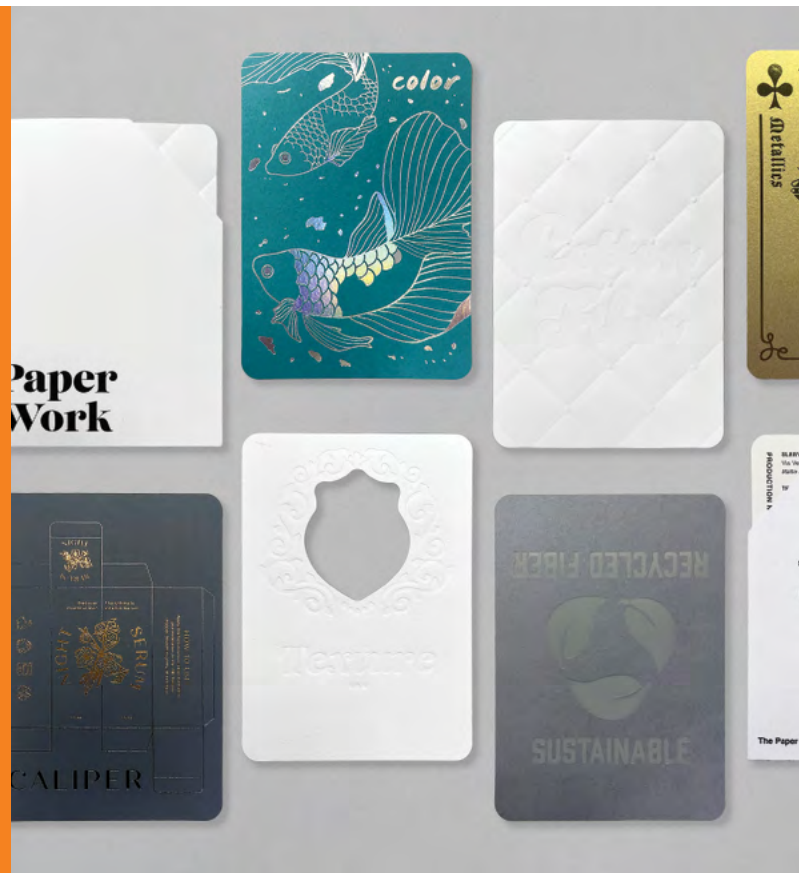
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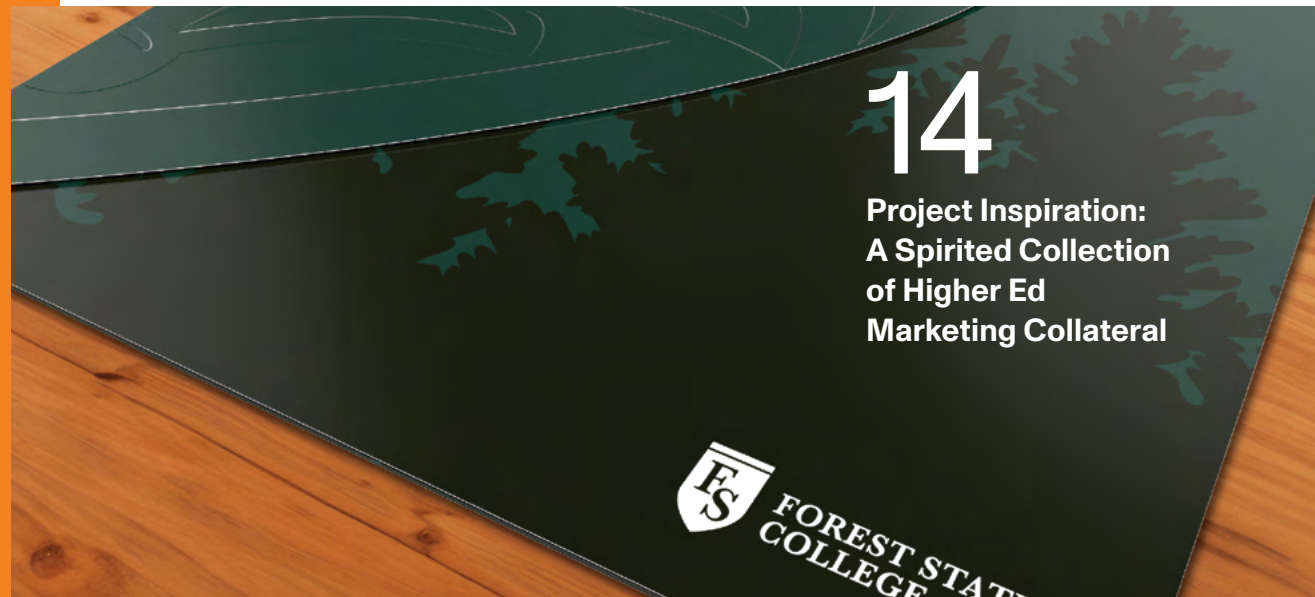


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Paper Talk: Considerations for Higher Education Paper Selection

“Our work now is to get the message out to the customer that there is an infinite amount of choice for high-quality paper, for any vertical you choose — higher ed or otherwise.”

— Don Clampitt, Clampitt Paper



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Project Inspiration: A Spirited Collection of Higher Ed Marketing Collateral



06

Printer Spotlight: Lake County Press



10

How Higher Education Institutions Are Making the Case that Print Marketing is the Key for Growth

DYK

Q2 24

THE INTERIOR OF *DID YOU KNOW?* IS PRINTED ON ACCENT® OPAQUE 80 LB. TEXT. THE COVER OF *DID YOU KNOW?* IS PRINTED ON ACCENT OPAQUE 80 LB. COVER. THE MAGAZINE IS PRINTED ON A 40" UV OFFSET PRESS AND SADDLE-STITCHED.

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Know someone who would like *Did You Know?* Register for a complimentary subscription.



LETTER FROM THE EDITOR

Welcome to our second print issue of *Did You Know?* magazine. We were thrilled with the response to issue one, which was all about finishing, and we're back with more design inspiration, print techniques and tips.

Keep the feedback coming! We love to hear from you. Reach us at DYK@Sylvamo.com.

GETTING EDUCATED

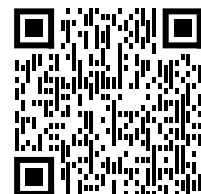
Our second issue is a celebration of the innovative print coming out of the **higher education** space. From direct mail pieces that earn the attention of prospective students to creative donor campaigns, we love the way today's colleges and universities are experimenting with new print techniques and media to get the word out.

In this issue, you'll find:

- A spotlight on Lake County Press featuring their work with higher education customers
- A featured project that will make you want to go back to undergrad so you can be a Fighting Red Fox
- Our feature story on trends in higher education marketing and why colleges and universities are doubling down on print

Plus, we've got a curated playlist to get your creative juices flowing, along with a mailbag where we answer reader-submitted questions.

Have you designed or printed a higher education piece using Accent® Opaque? If so, we'd love to see it — and possibly feature it on AccentOpaque.com.



Until next time,

KARIN KING

Commercial Printing
Brand Manager
Sylvamo



Learn more about this project and browse a huge library of print design inspiration at PaperSpecs.com.



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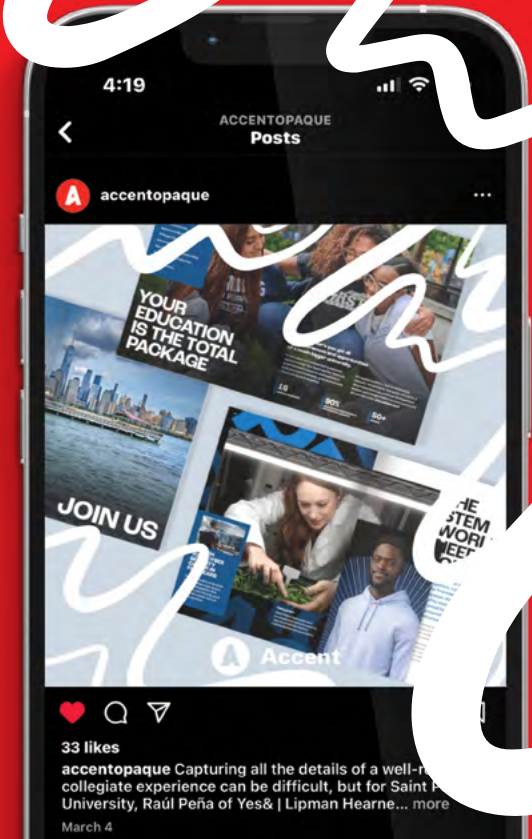


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OUTSIDE-THE-BOX HIGHER ED DESIGN INSPIRATION

Project profile brought to you by PaperSpecs

The Fall 2023 issue of *Hue*, the alumni magazine of NYC's Fashion Institute of Technology (FIT), highlighted the work of packaging design graduate students by transforming the cover into a box that can be punched out and assembled by the reader.



PAPER SPECS

DESIGN

Alexander Isley Inc.

Art Director:
Alexander Isley

Designer:
Carol Mihelik

Cover Illustration:
Masha Parfenov

PRINT

GHP Media
(West Haven, Conn.)

PAPER

Accent® Opaque

PRINT SPECS

9.5" x 12"
36 pages
Offset CMYK

FINISHING AND BINDING

Saddle-Stitch Binding,
Die Cutting, Scoring



PRINTER SPOTLIGHT

LAKE COUNTY PRESS

Columbia

COLLEGE CHICAGO



Lake County Press (LCP) positions itself as a brand guardian, protecting and promoting its clients' brands through high-impact printed products, digital print-on-demand and web-to-print programs. While the Waukegan, Illinois-based print services provider has a customer portfolio that spans industries, LCP does a significant amount of work in the higher education space.

We spoke with Jay Albanese, Graphic Solutions Specialist at LCP, who has been working for the last 27 years with colleges, universities and other educational institutions to bring their print programs to life. Here's what he had to say about what's happening lately in higher education print marketing — and where it's headed next.

What does a typical print program look like for your higher education customers?

There is no "typical" print program for my customers, as they are all unique. I work with several colleges and universities, and LCP does something different for each of them. Some of these programs are more complex than others.

From a print perspective, the majority of our business stems from Admissions and Alumni Relations and Development (ARD). Admissions' main focus is new student enrollment, transfer students, international students and existing student retention. The focus of Alumni Relations is twofold: the development, growth and maintenance of strong ties to the alumni community, and helping generate revenue from that group to help the college's future growth. Development does the same thing but does it through the non-alumni community. The fundraising they do helps grow the school's endowment to provide financial stability, growth, scholarships and more.

Tell us about some of the new and exciting things you see colleges and universities doing with print.

One particular college I work with has a lot of fun with their admissions package. We print and fulfill their acceptance kits, which include a folder, two brochures, a sketchbook, a letter and a few flyers. These kits are completely personalized with variable data.



Then they do a series of Admitted Student Days every spring, and for those we print business cards for each admitted student featuring their name, their email, the city they come from and their major. The students use these to connect with each other during the event. We get the file of admitted students who will be attending that week's event on a Wednesday. We immediately print and cut the business cards, along with name badges for the students who will be leading the tours, for delivery that Thursday.

Are there any new print technologies, techniques or strategies you wish colleges and universities would take better advantage of?

Some of the schools I work with have gotten really good at leveraging variable data, and I wish more colleges and universities would take advantage of this option, because they already have the data. We know that when you personalize print materials, your response rate is significantly higher.

What paper considerations should higher ed marketers keep in mind?

I used to work with design firms where paper was a huge factor and a big part of the discussion, but now the world has changed. Part of it was the pandemic — people had to take whatever they could get their hands on. But it's also due to the fact that there aren't as many experienced print purchasers anymore. I work with a few, but they're the exception to the rule now. For the younger generations of people buying print right now, it's just one facet of their job.

In the old days, I worked with people whose sole job was about print, design and paper and who wanted to push the boundaries, but the days of clients specifying exotic substrates and print techniques seem to have gone away in this sector. Most budgets just don't allow for it anymore.

I did, however, have two big customers switch to Accent® Opaque during the pandemic because they could get it more readily, and they've been happy with it, so they've stayed.

“ We know that when you personalize print materials, your response rate is significantly higher.



Jay Alabanese,
Graphic Solutions
Specialist at LCP



What else should we know about higher ed print in 2024 and beyond?

Print is never going away. If you think about your audience for higher education print, they're primarily 16 to 19 years old, and they've grown up with technology — it's second nature. They're overloaded with emails and text messages to the point that they've become immune to marketing messaging via those channels. But receiving tactile print communications in the mailbox is actually rare for this age group. You can get their attention better by sending a viewbook, a brochure or a postcard, because they're not getting much of that. It works.

For more information on Lake County Press, visit lakecountypress.com.



HOW HIGHER EDUCATION INSTITUTIONS ARE MAKING THE CASE THAT PRINT MARKETING IS THE KEY TO GROWTH

The stakes in higher education marketing are higher than ever before. A recent report found that almost 70% of college and university presidents evaluate the performance of a school's marketing department by new student enrollment numbers, and nearly 40% say a key metric of performance is the level of financial support from new or existing donors.¹

While many higher education institutions have or are planning to increase their digital marketing budgets during the next year to attract new undergraduate students or engage alumni, just as many higher education marketers say that their print marketing budgets have remained the same. A report found that 57% of higher education institutions actually spent more on traditional marketing like print compared to digital marketing in 2023.²

Today's higher education institutions — colleges, universities and even vocational schools — are finding that print marketing is a vital tool for communicating with a wide range of audiences, from prospective students to alumni and potential donors. And, as a result, higher education institutions are investing in print marketing in a couple of interesting ways to help unlock long-term revenue generation and growth.

HIGHER EDUCATION INSTITUTIONS ARE EMBRACING AN IN-PLANT MODEL

Conventional wisdom would say the current generation of college students would be ready to eschew print marketing materials like viewbooks, course handbooks or brochures in favor of a digital counterpart, but that's not quite the whole story.

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“ Today's higher education institutions — colleges, universities and vocational schools — are using print marketing as a vital tool for communicating with a wide range of audiences, from prospective students to alumni and potential financial donors. And the results can help higher ed institutions drive enrollment and increase fundraising activity.

In fact, many higher education institutions produce only print versions of their viewbooks and alumni magazines.

This continued demand for high-quality print marketing collateral has created something of a boom in the growth of in-plant printing services. More than 60% of higher education institutions with in-plant printing infrastructure increased their print volume in 2023, and that number is expected to increase further over the next few years.³

An in-plant printing operation offers some interesting benefits for higher education institutions, particularly for large colleges and universities, or for vocational schools that facilitate operations in multiple regions.

First, in-plant printing services help drastically reduce lead time and accelerate the rate at which marketers can execute any number of print communications. This is especially important when executing direct mail marketing campaigns, which are often more urgent or timely than other forms of print outreach. The speed and efficiency of in-plant printing is one of the main reasons why 65% of higher education institutions use their in-plant setup to regularly print direct mailers.⁴

Keeping the design and production of regular, high-volume mailers in-house streamlines the entire print process, and it provides a greater degree of print flexibility in the event of unique or one-off print projects. For instance, a college or university with in-plant print capabilities can print additional quantities of campus maps quickly and on an as-needed basis. This eliminates the lead times that are often part of working with an outside print provider.

“ More than 60% of higher education institutions with in-plant printing infrastructure increased their print volume in 2023, and that number is expected to increase further during the next few years.

It's important to note that higher education institutions do encounter challenges in operating an in-plant print infrastructure.

For example, 17% of institutions with an in-plant operation say they experience issues in consistently sourcing raw materials like paper, and these institutions also say that more than 20% of their overall budget is devoted exclusively to paper.⁵

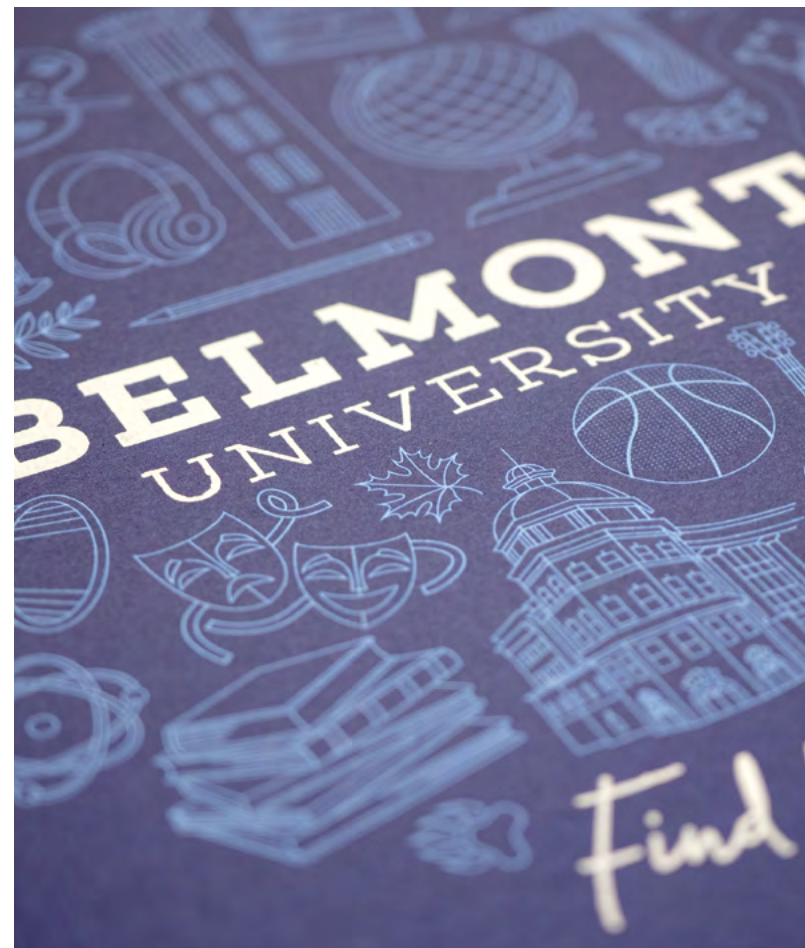
Partnering with a paper manufacturer that has a proven track record of reliability can help in-plant printers reduce the impact of these supply chain hiccups and maintain high levels of productivity.

Another reason why higher education institutions are making the case for print by adopting or growing their in-plant print capabilities is the ability to customize their print infrastructure based on their specific needs.

Not all in-plant print services are created equal, and there can be quite a bit of variance between the in-plant capabilities of a small college and a large university. An in-plant print model allows higher ed institutions to leverage only the print equipment and resources they need for their specific print communication goals or objectives.

This level of customization can also help higher education institutions support their internal sustainability goals, as an in-plant print infrastructure offers the freedom to use materials and resources that best align with their values, from paper made with post-consumer fiber to water-based inks.

“ 47% of college or university viewbooks exist in both print and digital form, and 76% of alumni magazines also live in the print and digital space.



HIGHER EDUCATION INSTITUTIONS ARE USING PRINT AS A PATHWAY TO A MORE MULTICHANNEL MARKETING EXPERIENCE

Even though print and digital channels sometimes seem at odds, the truth is that they can actually work hand-in-hand to create a more dynamic experience that engages a targeted audience or prompts a desired action. This is part of the reason why 76% of alumni magazines live in both the print and digital spaces.⁶

Savvy higher education marketers know that the key to increasing undergraduate enrollment or driving increased alumni engagement requires connecting the print and digital worlds, and print marketing materials that incorporate digital components can prove to be a bridge that helps marketers demonstrate meaningful ROI on their print marketing spend.

About 79% of all calls-to-action in higher education marketing campaigns last year prompted recipients to visit a targeted landing page, and 72% called for recipients to schedule a campus visit.⁷

Designing direct mail postcards or campus brochures with quick response (QR) codes that launch landing pages with videos or augmented reality (AR) experiences can create a deeper connection with students and alumni.

It's also important to remember that choosing a college or university to attend is a deeply personal decision — and so too is the choice of whether to financially support a higher education institution.

Harnessing the power of customer relationship management (CRM) software data and variable data printing (VDP) can help higher education brands print personalized communications to demonstrate they know what's important to potential students and alumni alike, and this can help boost enrollment numbers or drive financial contributions.

While personalized postcards or self-mailers can be extremely effective as part of a multichannel campaign, thinking outside the box about combining personalized print and digital components can open up some interesting possibilities.

Imagine using the data a potential student provides via an online contact form to print a personalized brochure containing information about the programs of study, housing options and campus life this student identified as key to their decision about whether to apply.

Not only could this type of custom print communication be more likely to generate a response, but incorporating a QR code to RSVP for an upcoming campus tour would create a more dynamic, multichannel marketing experience that better engages a prospective student.

There's no such thing as a sure thing in higher education marketing. But the ability to create high-quality, targeted print communications does provide colleges and universities with a significant leg up on the competition, and such an advantage is why so many higher education institutions still view print as a real difference maker.

¹ The State of Higher Education, Simpson & Scarborough, 2022

² The State of Higher Education, Simpson & Scarborough, 2022

³ The State of Higher Education, Simpson & Scarborough, 2022

⁴ Trends at College and University In-Plants, In-Plant Impressions, 2023

⁵ Trends at College and University In-Plants, In-Plant Impressions, 2023

⁶ The State of Higher Education, Simpson & Scarborough, 2022

⁷ The State of Higher Education, Simpson & Scarborough, 2022

A SPIRITED COLLECTION OF HIGHER ED MARKETING COLLATERAL

The college or university a student chooses to attend can be an extremely personal choice, one that is driven by a variety of considerations, including location, field of study or even the core principles that drive a particular higher education institution. Connecting with new applicants on a deeper level is why so many colleges and universities still rely heavily on vibrant print marketing collateral that provides a tangible, personalized look at a school's academic and campus life.

This application sample designed for the higher education industry demonstrates how schools can print premium pieces to better engage with students in a variety of applications — in this case, the application is a campus tour welcome folder for Forest State College, a fictitious liberal arts college in Ticonderoga, New York.

The combination of Accent® Opaque, Hammermill®, Springhill® and Williamsburg papers offered the print versatility and excellent color and image quality to help create a wide range of print brand materials that offer a personalized, in-depth look at what makes Forest State — home of the Fighting Red Foxes — the northeast's leading liberal arts college.



TAKE A TOUR OF FOREST STATE COLLEGE

With a college or university welcome packet as a model, we created a branded folder to house a number of vibrant print pieces to help prospective students navigate the campus and learn about the college's Paper Science and Engineering Program, housing and dining options and campus life. The premium quality and versatility of Sylvamo paper afforded us the ability to print samples using a variety of finishes and form factors.

"Sylvamo's paper allows for such versatility," says Graphic Designer Aurelia Tauscher. "Regardless of the application, I know Sylvamo has a paper to fit my needs."

“ I think the standout of this sample is the pennant. It's not your typical kind of pennant you'd see at a college bookstore, in large part because of the combination of the heavyweight paper stock and textural embossing. These elements give the piece the kind of tactility you would expect from a felt pennant.

— Graphic Designer Aurelia Tauscher

The folder, which featured an embossing of the school's crest and mascot, included: a bi-fold program overview; a tri-fold housing and dining brochure; a wall poster; a pop-up invite to a post-tour reception; a campus map; a football game ticket; a parking permit; a magnetized deadline reminder and a Fighting Red Foxes pennant. The interior of the folder was also die-cut to provide pockets for the storage of the football ticket and deadline reminder.

"I think the standout of this sample is the pennant," says Tauscher. "It's not your typical kind of pennant you'd see at a college bookstore, in large part because of the combination of the heavyweight paper stock and sculptural embossing. These elements give the piece the kind of tactility you would expect from a felt pennant."

PRINT THAT MAKES THE GRADE

Pairing the versatility and superior print quality of the Sylvamo family of paper brands with the colorful, spirited look and feel of the Forest State design and branding concept showcases the power of print to dazzle the eye and engage the imagination.

The variety of print samples also serves as a point of inspiration for higher education institutions — and brands in other industries as well — to think more creatively about how designing high-quality print can help them create more meaningful connections with their target audience in service of goals like boosting undergraduate enrollment and demonstrating a more robust ROI on print marketing materials.

What's more, the Forest State campus tour folder illustrates how Sylvamo's outstanding printability can help colleges and universities create the kind of personal, meaningful communication touchpoints that today's students seek.

“Sylvamo’s paper allows for such versatility. Regardless of the application, I know Sylvamo has a paper to fit my needs.”

— Graphic Designer Aurelia Tauscher



FOREST STATE SAMPLE PAPER CREDITS

THE FOLDER

Accent® Opaque Heavyweights 130 lb. Smooth

THE PAPER SAMPLES

Hammermill® Premium Color Copy Cover 80 lb. (program overview bi-fold)

Hammermill Premium Laser Print 32 lb. (student housing tri-fold)

Accent Opaque 80 lb. Text White Super Smooth (wall poster)

Accent Opaque Heavyweights 120 lb. Smooth (pop-up invite)

Williamsburg 94 Opaque Offset 70 lb. (campus map)

Accent Opaque Heavyweights 100 lb. Super Smooth with Indigo 3-star treatment (game ticket)

Springhill® Vellum Bristol Cover Gray 67 lb. (parking permit)

Springhill 110 lb. White Index (deadline reminder)

Accent Opaque Heavyweights 110 lb. Super Smooth with Indigo 3-star treatment (pennant)

THE DESIGNER

Trekk
trekk.com

THE PRINTER

Envision3
envision-3.com



SCAN THE QR CODE TO VIEW OTHER APPLICATION SAMPLES AND GET INSPIRED TO MAKE THE MOST OF YOUR PRINT MATERIALS.

PAPER TALK: CONSIDERATIONS FOR HIGHER EDUCATION PAPER SPECIFICATION

Paper specification is a crucial part of creating impactful admissions and alumni relations materials. To get a wholesale paper merchant's perspective on paper choice for higher education applications, we spoke with the Paper People at Clampitt Paper. Don Clampitt, Owner, and Donna Vaught, Business Development, work with higher ed institutions including Baylor, Texas Christian University and University of Texas, and they generously shared their expertise.

HOW DO YOU ADVISE YOUR HIGHER EDUCATION CUSTOMERS ON PAPER CHOICE?

Don: It's important to share where we've come from in the market because it has a bearing on what's going on today. In 2022, you could only get the paper that was available. It wasn't about what you wanted; it was about what you could get.

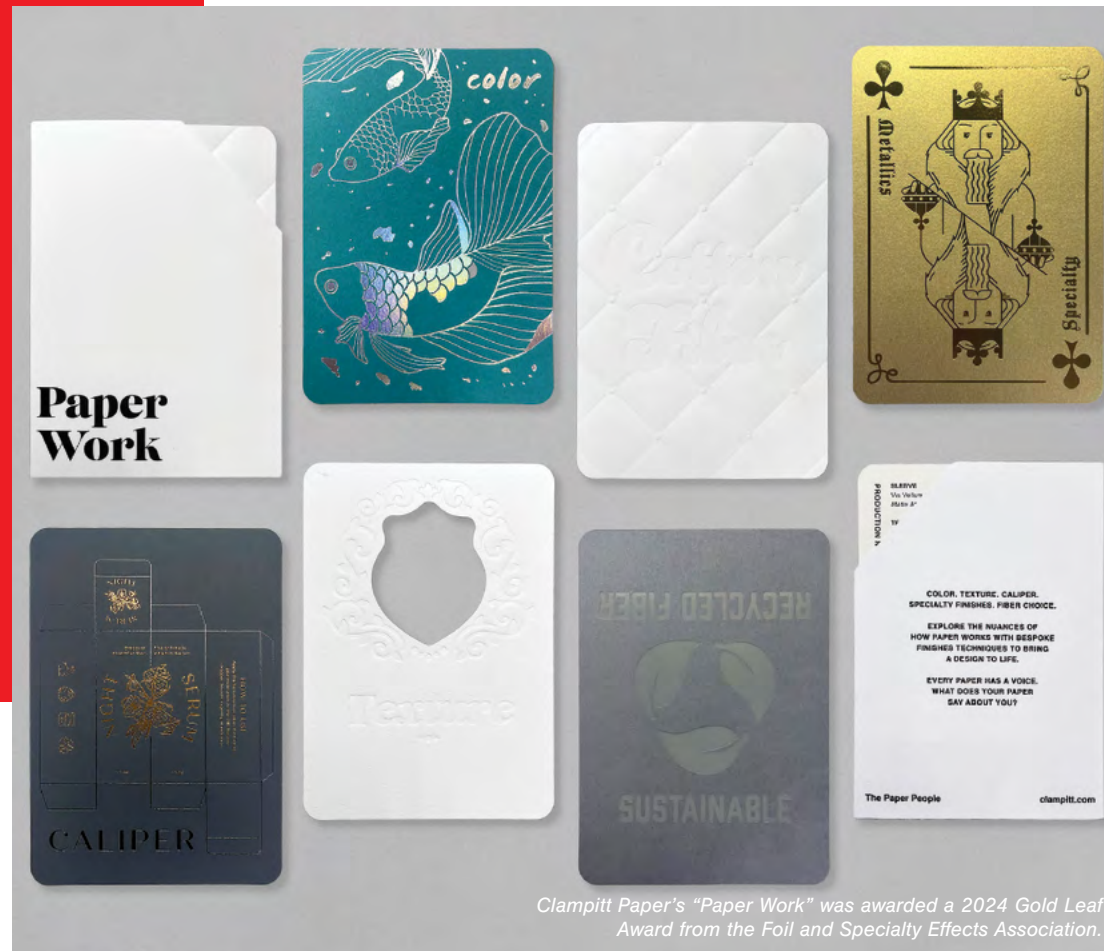
Now, the market has opened back up. We can get virtually anything you want. Our work now is to get the message out to the customer that there is an infinite amount of choice for high-quality paper, for any vertical you choose — higher ed or otherwise.

For customers, once they understand they have a choice, there's almost a period of reeducation. We've been focused on customer education for a long time. We even offer our Paper School, which is free for the professional community. They get the full gamut of how paper is manufactured and how it's used, and they can even go into our sample room and look at the different papers — and touch and feel, which is more important.

Donna: I guide the customer in their paper choice by asking about their audience. Is it potential students, current students, parents of current students, alumni? Who is their audience, what would they like to say and how would they like to say it?

Paper speaks. If they're calling on alumni for a donor relations piece, you want it to be on a higher-end paper, to be impressive. If it's something for current students that will be recycled as soon as they read it, then respect the school's budget and guide them in a different direction.

HOW DO YOU SHOW YOUR HIGHER ED CUSTOMERS WHAT'S POSSIBLE WITH PAPER TODAY?



Clampitt Paper's "Paper Work" was awarded a 2024 Gold Leaf Award from the Foil and Specialty Effects Association.



Don: We're about to meet with an Admissions marketing group and we're bringing several application samples, including an embellished self-promotional piece called "Paper Work."

These days, we often find that the default solution is coated gloss or coated dull or coated matte. Our mission is to expose our customers to all of the fun embellishments that are possible with an uncoated paper: cold foil, stamps, Scodix, raised UV — you name it.

WHAT ARE SOME TRENDS YOU'RE SEEING IN THE HIGHER EDUCATION PRINT SPACE?

Donna: In higher education, your biggest investment should be on incoming potential students. That's where a lot of universities will start to think outside the box and will do fun embellishments.

One college we work with is working on a summer mailer that will have vinyl stickers on the postcard. Their thought in using vinyl rather than just sticker paper is that students are more likely to put dishwasher-safe vinyl on their water bottles and laptops. This way, it's a communication piece but also a keepsake. Likewise, we're seeing schools send out things like posters for accepted students.

Don: Given where packaging has gone and continues to go, why not create an unboxing experience for higher ed?

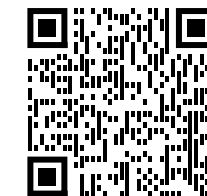
Donna: Yes! A box with shred and swag and stickers. Not only for newly admitted students, but also for recognition of current students. There are so many awards programs on college campuses, and paper and print design can help to make students feel recognized.

HOW ELSE CAN COLLEGES AND UNIVERSITIES BETTER LEVERAGE THEIR VAST PAPER OPTIONS?

Don: Mills are offering a lot of colors today. Introducing color into the media (not just the ink) or using an interesting paper texture can really make a piece stand out.

Donna: Paper helps you say what you want to say. If you're working within a strict budget, go for a high-end envelope; even if the paper inside isn't quite as high-end, you at least got people to open it so they can hear your message.

For more information on Clampitt Paper, go to clampitt.com or follow them on Instagram at [@clampittpaper](https://www.instagram.com/clampittpaper).



THE DYK MAILBAG

Have a paper or print question?
We have the answer.

Q: I DESIGN A LOT OF DIRECT MAIL FOR NON-PROFIT ORGANIZATIONS WITH THE GOAL OF GENERATING DONATIONS AND ACQUIRING NEW DONORS. THERE IS A LOT OF COMPETITION IN THIS SPACE AND I'D LIKE TO INJECT A LITTLE INNOVATION INTO OUR MAILERS TO BETTER ENGAGE POTENTIAL DONORS AND BOOST RESPONSE RATES. ANY IDEAS?

— Ralph from Dubuque, Iowa

A: Start with thinking about the form factor of your direct mail pieces — how a mailer looks when it's pulled from a mailbox can quickly differentiate your piece from others. For example, you could try a fun fold, like a square-folded cross, where your content or images are revealed as each block unfolds. The square, five-panel design makes this fold ideal for interesting uses of white space, and the slow reveal helps build excitement and anticipation.

Plus, think about using perforation or scoring to create detachable panels that your target audience can more easily hang onto or share with others. This can be a good way to keep your organization top-of-mind and increase brand awareness by making it easier for your audience to share portions of your mailer with friends and family.



Start with thinking about the form factor of your direct mail pieces — how a mailer looks when it's pulled from a mailbox can quickly differentiate your piece from others.



Q: WHAT KIND OF APPLICATIONS ARE BEST FOR HEAVYWEIGHT PAPER STOCKS?

— George from Queens, New York

A: There are a couple of important things to consider when choosing a heavyweight paper stock. High opacity is key, especially if you're going to print full color on both sides of the sheet. You also want to choose a heavyweight paper stock that has quick-drying characteristics and excellent ink holdout to help ensure there is no bleed, smudging or general defect in how the ink is applied to the sheet.

The right heavyweight paper stock can be ideal for applications like posters, art prints, calendars, flipbooks, flashcards, holiday cards, folders or high-value direct mail pieces. For example, a 110 lb. premium paper would be ideal for creating high-quality business or loyalty program cards that are designed to last.

Want to learn more about paper, design or print terminology? Graphic designer and print industry expert Jim Kohler hosts **The Paper Professor**, an informational video series that covers topics like the difference between brightness vs. whiteness, best practices for preparing files for production and sustainability in print.



THE PAPER PROFESSOR®



SCAN THE CODE TO WATCH EPISODES OF THE PAPER PROFESSOR

“
While a paper’s basis weight and thickness are both important, basis weight can play a large role in the overall performance of the sheet.

Q: DOES A PAPER’S BASIS WEIGHT OR THICKNESS MATTER MORE IN MAKING SURE THE PRINTED SHEET MATCHES WHAT’S IN MY DESIGN FILE?

— Roberta from Terre Haute, Indiana

A: A paper’s basis weight is calculated by dividing the weight of a ream (500 sheets) by the standard sheet size (area) of a specific type of paper. Because sheet size for different types of paper can vary significantly, dividing the same weight by a different actual sheet size will produce a very different measurement.

A paper’s thickness — also known as a sheet’s caliper — is represented in PPI (pages per inch) and measures the number of sheets that are in a one-inch stack of paper. The lower the number, the thicker the sheet.

While a paper’s basis weight and thickness are both important, basis weight can play a large role in the overall performance of the sheet, and, for print applications that require high degrees of color saturation and coverage, choosing a sheet with a lower basis weight can result in a number of print defects, including show-through, paper mottle, cockle and curl.

Q: INCORPORATING AUGMENTED REALITY IN PRINT IS REALLY INTERESTING TO ME, ESPECIALLY AS A WAY OF HELPING TO ENHANCE THE VALUE OF SALES AND MARKETING COLLATERAL, LIKE BROCHURES OR DIRECT MAILERS. ARE CERTAIN PAPER STOCKS BETTER THAN OTHERS FOR MARKER-BASED AR EXPERIENCES?

— Izzy from Santa Monica, California

A: Marker based augmented reality (AR) uses a real-world marker like an image or quick response (QR) code to launch the AR experience. When choosing the right kind of paper for marker-based AR, select a smooth sheet that can produce crisp, clear images that can be easily scanned by a mobile device.

You will want to choose a matte finish or an uncoated paper, as light reflecting off high-gloss coatings can make it difficult for images to be scanned. We suggest going with an uncoated sheet for all marker-based AR experiences. Paper with a high brightness is also key. The brighter a paper, the easier it will be to create high-contrast images. Heavyweight papers also perform better in marker-based AR experiences because the stiffness of the sheet makes it easier to hold and scan.



DID THIS INSTALLMENT OF THE DYK MAILBAG GET YOUR WHEELS TURNING? SCAN THE QR CODE TO SEND US YOUR QUESTIONS, AND WE LOOK FORWARD TO ANSWERING THEM IN AN UPCOMING ISSUE.



SOUND UP

SCAN TO LISTEN
 CAN YOU TAKE
 ME HIGHER (ED)?



An eclectic mix of songs celebrating the themes of learning and education to help you get in the zone when designing your next higher ed marketing piece.





For comments or inquiries, please contact us
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