

CLIENT: Adobe
PROJECT: Direct mail postcard
COPYWRITER: Mark Marinovich



The content in this document is presented as drafted in its original form.

[Front side:]

[Option 1:]

[Heading:]	Why Go the Long Way?
[Subhead:]	Adobe InDesign 2.0 Can Show You a FASTER Way
[Suggested graphic:]	A dotted line w/arrow meanders futilely through a confusing, winding maze
[Connected backside graphic:]	Dotted line w/arrow continues and points to heading

[Option 2:]

[Heading:]	Indispensable Artists' Tools.
[Subhead:]	The Indispensable Graphic Designers' Tool: Adobe InDesign 2.0
[Suggested graphic:]	Artists' tools... tubes of paint, palette, brushes, canvas
[Connected backside graphic:]	A palette

[Option 3:]

[Heading:]	Unleash Your Creativity.
[Subhead:]	Go Wherever You Want to Go with Adobe InDesign 2.0
[Suggested graphic:]	"Creativity" symbolized by a leashed, whimsical, illustrated creature (brightly colored with horns, hooves, hat, etc.)
[Connected backside graphic:]	An unleashed "Creativity" creature smiling, waving

[Option 4:]

[Heading:]	Stop and Smell the Roses.
[Subhead:]	Learn Adobe InDesign 2.0 at Your Own Pace – Free
[Suggested graphic:]	A rose or roses
[Connected backside graphic:]	A rose or roses