

## Glossary of Terms

- (VDP)      **Variable Data Printing** – Various levels
- 1) **Mail Merge** – Standard “static” printed piece with name, address, and zip code imprinted.
  - 2) **Versioned** –
  - 3) **Customized** – Each piece is custom with multiple areas being unique to itself. Text and photos are populated, and ripped “real time” from a database as individual Quark / InDesign files
  - 4) **Transactional** – design and content of printed piece includes percentages, pie charts, financials, and various number calculations.
- (DB)      **Database** - Database manager, a type of applications software used to gather, store, and organize information, and report it in meaningful ways to end-users.
- Data Mining**
- (CRM)      **Customer Relation Management**
- Darwin TM      **Authoring Tool / software from CREO.** An extension for QuarkXpress, and InDesign, The combination of Adobe QuarkEXpress, In Design, and Darwin VI authoring tool allows creative professionals work in a familiar design environment to create personalized, one-to-one marketing campaigns.
- (PODI)      **Print On Demand Initiative** – watches industry trends