

Do it Yourself Flyers and Brochures Tips for the Novice

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CITY OF PORT PHILLIP

Software



Flyers, brochures, newsletters, business cards, they can all be created using Word Processing or Desktop Publishing software.

Microsoft word can be adequate for simple layouts that you plan to print yourself. Professional graphic Designers will use other software

What you choose to use will depend on:

- ✧ your level of expertise
- ✧ the type of document you want to produce
- ✧ the software available to you

Software

Desktop Publishing Software on the market includes:

- ✧ Microsoft Publisher
- ✧ Page Maker
- ✧ Adobe
- ✧ Corel
- ✧ Photoshop
- ✧ Illustrator

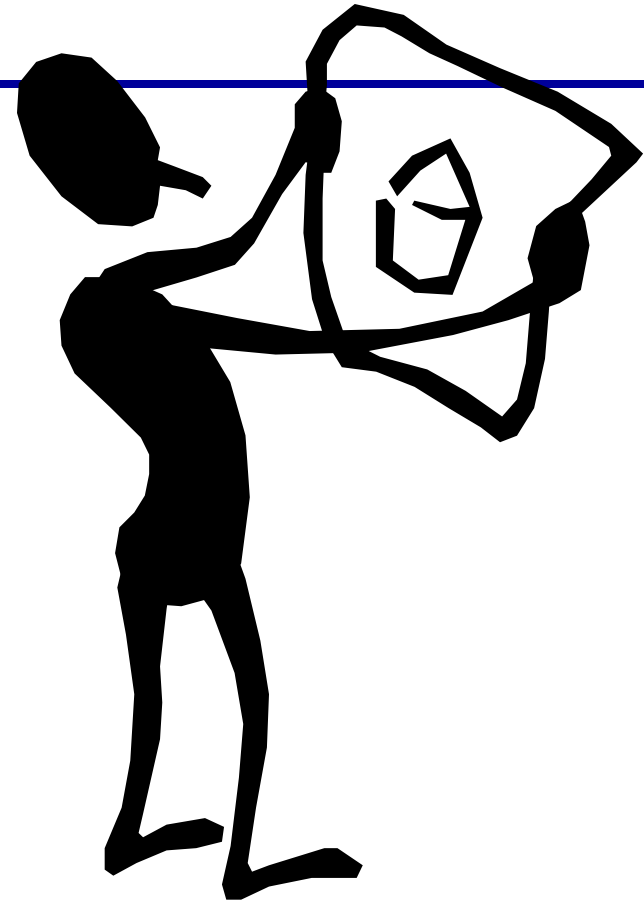
If you do want to use specific software, it would be worth while attending a course to get the full benefit.

Planning

Before you begin you will need to plan your design.

Think about all the elements or bits of information you need to get across and how they relate to one another.

Plan your layout and keep in mind all the design principles to follow.

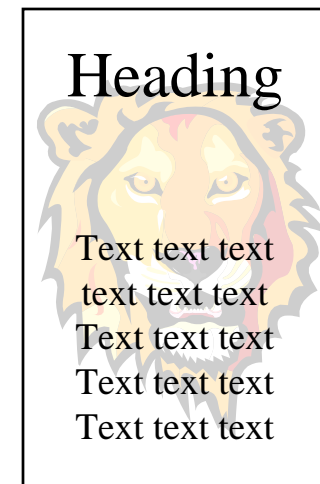
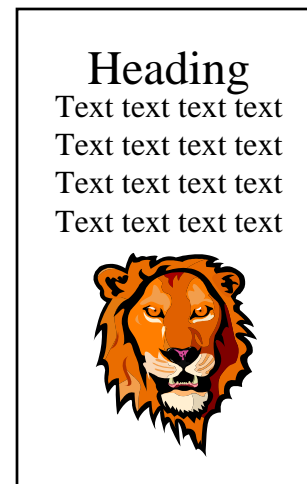
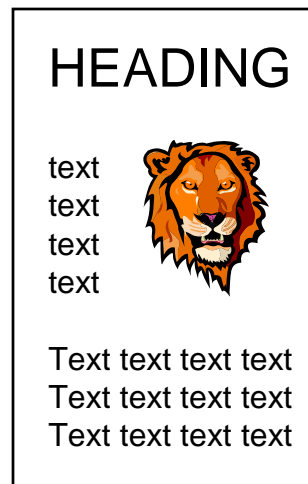
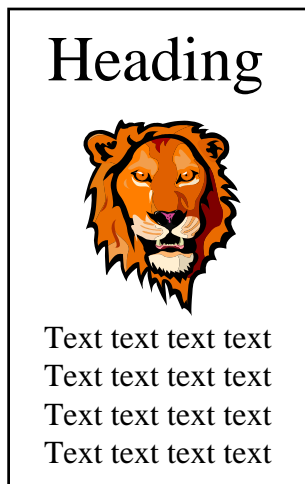


Planning on paper

- ✧ Create thumbnail sketches (quickly drawn outline of your design, helps you to work out composition, placement of elements etc) to test yourself, what catches your attention, is this what you want?
- ✧ Elements to consider:
 - * text (size, font, alignment)
 - * Illustrations / photos
 - * headlines
 - * page numbers
 - * white space
 - * photo captions

Planning on paper

- ✧ Print out your thumbnails (varying design layouts)
- ✧ Survey those around you, which one looks best and suits your publication
- ✧ Print it on different coloured paper
- ✧ Print it out in color, in black & white



Characteristics of good design

1. Attracts the reader's eye – your design has:
 - ✧ 1/3 second to get them
 - ✧ 3-5 seconds to keep them
2. Signpost - tell them where to go
3. Provides structure and organisation
4. Unifies and provides consistency
5. Projects a particular image – who you are!

7 Elements of design

1. Rules or lines

- ✧ anything that connects two points – invisible lines
- ✧ symbols = unity, use symbols consistently
- ✧ coloured rules, consistency

2. Shape

- ✧ geometrical
- ✧ natural - drawn
- ✧ abstract - simple version of the natural
- ✧ abstract and natural usually clash

7 Elements of design

3. Texture – provided by the stock

✧ tactile e.g. gsm - heavier says 'more important'

✧ visual - implied

4. Space

✧ distance around or between things

✧ group things that go together so people know

✧ pictures and words - put them together if a group

7 Elements of design

5. Size

- ✧ A4 - can use different DL folds
- ✧ do your own cut outs to change the shape
- ✧ C5 - fold a lip, tear off address for 1/3

6. Value

- ✧ white or negative space
- ✧ % shading

7 Elements of design

7. Colour

- ✧ directs or relieves the eye
- ✧ leave a 'sink' at the top
- ✧ don't be afraid of open space
- ✧ pull quotes - let the eyes rest
- ✧ baselines need to be even
- ✧ 'leave out the white, leave out the reader' – white space makes things easier to read, attracts the eye

7 Elements of design

Colour Cont.

- ✧ Colour can be regarded as the ultimate tool for symbolic communication within cultures
- ✧ Western - green is the friendliest colour
- ✧ big type faces
- ✧ no ink bleeds

Color or Black & White

- ✧ This will depend on facilities & funds available, generally color costs more
- ✧ Color can be more eye catching, though a black and white design can still be bold and effective
- ✧ If you can't afford colour printing, you can get an effective end product with colored paper and eye catching design



Stock

- ✧ Stock = type of paper
- ✧ Possibilities include colored paper, different thicknesses, gloss or photo quality paper, pre-printed stock, different textures, pre-cut templates for cards, stickers
- ✧ Smooth paper is best for photographs
- ✧ Rough paper will make some small fonts or thin lines difficult to read
- ✧ Not all photocopiers or personal printers can deal with all types of stock, check before you purchase

Using Graphics



- ✧ The use of graphics can break up the page and create interest, or this can be done with white space
- ✧ If you're using graphics, don't crowd it, leave a generous border
- ✧ Less is more, fewer graphics at a larger size have more impact than running lots of small graphics
- ✧ Don't use it just because you have it, is it relevant to the text and the whole design

Photos



- ✧ Using photos may be a good idea, using them poorly is an equally bad idea.
- ✧ Photos with lots of contrast usually copy best if you are photocopying your brochure. Watch out for dark images, grainy photos and out of focus pictures.
- ✧ If you are going to photocopy the end product, check how the photo copies. If it doesn't copy well, don't use it.

File Formats for Photos

- ✧ Check with your printer file format preference - usually require 300dpi
- ✧ If you are scanning photographs, it is best to save them in bmp, tif, or eps format. These formats will preserve the color and sharpness of your pictures the best.
- ✧ jpg and gif are the predominant image formats on the web, saved in 72 dpi. They can look very blurry, especially if you are enlarging small graphics so it's not a good idea to lift an image from someone's website and use it in your layout. There are also copyright issues to consider.

Illustrations / Clipart



- ✧ You can download artwork from the internet, many websites provide this service
- ✧ If purchasing a set of disks, view the images first, quality can vary greatly with some being poorly drawn or the style and images may be outdated
- ✧ If you have the skills, software or finances you could design your own artwork or employ someone to do it for you

Content

Make people feel at home, consider the following when designing your flyer and preparing the content:

- ✧ Age group
- ✧ reading level
- ✧ ethnicity
- ✧ gender
- ✧ education level
- ✧ religion



Language Tips

- Use short and powerful active verbs
- Avoid using passive voice
- KISS principle – Keep It Simple Stupid
- Use the least words possible
- Short sentences - 17 words max
- For the best readability combine sentences of different lengths



How do we read?

- ✧ Eyes drawn to the focal point, the centre of interest, this could be a headline, photo, graphic
- ✧ Western cultures - eyes move from left to right from top to bottom
- ✧ Eyes need rest - remember to include white space
- ✧ Legibility - how easy is it for the reader to decipher the letters - legible type is easy to read
- ✧ Readability - content and overall appearance - readable means its pleasing to the eye and the contents are attractive and hold interest

Fonts & Space

- ✧ Choose a font that reflects your organisation
- ✧ Consider the size, style, line spacing
- ✧ Use 1 font and use other 'tricks' for emphasis instead of mixing the fonts on one brochure – too many fonts looks messy
- ✧ Tricks include shading, **size**, underlining

Font Examples:

Arial, Verdana, Century Gothic,

Monotype Corsiva, Times New Roman, Garmond

Emphasis

For emphasis consider these tricks:

- ✧ Size – use larger size for headings etc; **Bold**; *italics*; underline; CAPITAL LETTERS; use SHORT HEADLINES; **reverse type**

Careful in the use of emphasis, over emphasis can

- ✧ reduces reading speed
- ✧ reduces comprehension
- ✧ reduces legibility

Text tips

- ✧ Don't overuse underlining or bold, over use will make them lose their effectiveness
- ✧ Don't over use capitals, they are difficult to read
- ✧ Don't use lots of fonts, can be distracting and messy
- ✧ Don't use small font, especially if your target audience is over 40.
- ✧ If your copy (the text & words) won't fit on a page in 12 point, cut copy

Headlines

As a guide – use:

✧ 24 point headline

- 14 point sub head
- 12 point text

✧ Use color in your headline and if you do, be consistent and use the same color throughout, use action verbs, be creative or if appropriate, be funny

✧ Sub Headings expand on the headlines and organise the text and direct the reader through the copy

✧ short chunks = visual relief and help the reader to skim for important points



Text Layout

Consider your text layout and how it looks & fits with your design

✧ Alignment

- flush left - body text - friendlier but more space
- fully justified - body text - less space, sophisticated
- centred
- flush right

✧ Consider columns

- friendlier text, inviting, short paras

Let the eyes rest

- ✧ Leave white space
- ✧ Use sidebars
- ✧ Use pull quotes
- ✧ Keep it neat, understate rather than overkill
- ✧ Boxes & borders
- ✧ Consider your rules/lines and alignment
- ✧ Background screens or pictures, don't overuse

Check Your Work

- ✧ Check the alignment of frames, text, pictures and captions - it should be consistent throughout your publication
- ✧ Check spacing between headings, paragraphs, and pictures - should be consistent throughout your publication
- ✧ One space between sentences is standard
- ✧ Look at the overall and final 'look' of the design keeping in mind all the design principles

Proof, Proof, Proof



- ✧ Proof it before your final print, leave it 24 hours, read it out loud
- ✧ Check grammar, check spelling, check accuracy of names, numbers, dates
- ✧ Don't just run a computer spell check over the copy, actually proofread
- ✧ Get someone else to proofread
- ✧ Double check dates, times, venues, spelling of names, phone numbers
- ✧ Check for punctuation irregularities
- ✧ Once you've done all this, proofread once more

Printing Options

Decide how you will get your printing done early on as this will effect how you do your layout / design and could save you time and effort – possible options

- ✧ personal home printer
- ✧ photocopy yourself
- ✧ copy shop eg. Quick Copy, Kinko
- ✧ professional printer



Photocopying

- ✧ Resources: what stock do you plan to use, the type of copier and available funding will play a part in deciding whether you copy yourself or send it out for copying
- ✧ Photocopying yourself, is the copier reliable? How fast is it? Can it do A3 (double A4) pages? Can it do double-sided printing? Does it do clean copies?
- ✧ If you want glossy stock, colour pictures, large print runs, or non standard paper sizes, you may have to pay for a professional printing service



Photocopying cont.

- ✧ Don't photocopy onto dark paper (eg red or dark blue) if you want others to copy your flyer to distribute further - dark paper does not copy well
- ✧ If you do want people to copy your flyer, enclose an original white copy for photocopying
- ✧ Copy from the original to get crisp, clear copies
- ✧ Ensure the glass you place the original on is clear from marks or else they will appear on your copy
- ✧ Ensure the original is copied straight
- ✧ If you are copying a three panel brochure and need to fold it afterwards, fold it straight - lop sided brochures look sloppy

Copy Shops & Printers

- ✧ Shop around - seek several quotes and cost it all carefully - be precise and include details on: stock type; quantity; if you want it folded or stapled; colors; paper size; time lines
- ✧ Low quotes are not necessarily the most desirable, quality and quantity are also important
- ✧ Work with your printer when preparing your copy, they may specify the format or software, they want your work in and can be helpful



If You Don't Want to DIY

- ✧ Approach designers and see if they will volunteer some time in designing something for you
- ✧ Approach schools or TAFE, students may be interested in designing for you which they can then use in their portfolio
- ✧ Make sure you have a look at some of the work they have already done to see if their style suits you
- ✧ Set out your specifications and be quite clear about what you want
- ✧ Be up front about the \$\$ you have to spend
- ✧ Approach printers to donate printing costs, stock etc.

Examples

COME ON DOWN TO THE
CLASSIC CAR SHOW



GREAT CARS, ALL CLASSIC MODELS
CAR ENTHUSIASTS WILL LOVE IT
SO WILL THEIR FRIENDS!
DON'T MISS OUT, WHO KNOWS WHEN IT
WILL BE HELD AGAIN!

PUT FRIDAY 24 OCTOBER IN YOUR DIARY NOW
COME TO COLES CAR PARK, COLES STREET
COLLINGWOOD
START TIME - 12 NOON, STOP TIMER 5:00PM

DRIVE ON DOWN AND SEE YOU THERE

Flyers about events should be brief and eye catching. Readers tend to ignore large bits of text. Delete irrelevant text, all that's needed is what, where, when!


Don't use capitals in the whole document, it's difficult to read.

The text *classic car show* on the left are the most important but are not the largest.


The images on the left have not been used well, they are distorted.

Use a catchy tag line

CLASSIC CAR SHOW



They might be old,
but they're still classy



Friday 24 October
12noon - 5:00pm
Coles Car Park
Coles Street
Collingwood

Examples

Provide enough room between borders and text. Squeezing the text into boxes too tightly is unappealing. Also include space between bits of information, makes it easier to read, and use bold to emphasize words.

**TEXT IS TOO CLOSE TO THE EDGE –
CLAUSTROPHOBIC AND DIFFICULT TO READ**

Authentication - The use of a password, certificate, personal identification number (PIN), or other information to validate an identity over a computer network.

Bookmark - A stored web page address ([URL](#)) that you can go to easily by clicking a bookmark icon in the Bookmarks Toolbar or choosing the bookmark's name from the Bookmarks menu.

Bookmarks Toolbar - The customizable toolbar that appears just below the Location Bar by default in Firefox. It contains buttons for your favorite bookmarks (or folders containing groups of bookmarks) that you can add or remove.

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Examples

Both sets of business cards are clean and clear but right aligning the text makes it a little more distinctive, gives the card a cleaner and more dramatic look.

The text has an invisible line that runs along the right, connecting the two groups of text.

Ricketts Construction

Ivegot Rickets

24 Ricketty Road
Rickettsville Vic 8999
(03) 5555 6666

Ricketts Construction

Ivegot Rickets

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Rickettsville Vic 8999
(03) 5555 6666



Examples

RETURNING TO STUDY?

When you have a question about a Microsoft Office program, you can ask the Office Assistant. For example, to get Help about how to create a table, type **How do I create a table** in the Assistant.

If the correct topic doesn't appear in the Assistant balloon, click **None of the above**, **look for more help on the Web** at the bottom of the list of topics. You will get suggestions on how to phrase a question to the Office Assistant or how to narrow your search by using keywords. If you still can't find the information you want, you can send feedback to improve future versions of Help and be automatically connected to the Microsoft Office Update Web site to search for help there.

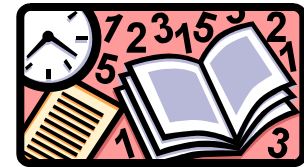
The Assistant automatically provides Help topics and tips on tasks you perform as you work — before you even ask a question. For example, when you write a letter, the Assistant automatically displays topics to help you create and format a letter.

Most flyers contain 3 elements – Heading, Text & Graphic – play around with them as thumbnails.

Flyer on the left is a little boring, doesn't make you want to read it.

Try giving it an attention grabbing heading – incorporate white space, it adds impact and makes it look a little more professional. Also makes long bodies of text easier to read

NUMBERS TURN YOU ON?



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Examples

HITTING THE BOOKS



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The Assistant automatically provides Help topics and tips on tasks you perform as you work — before you even ask a question. For example, when you write a letter, the Assistant automatically displays topics to help you create and format a letter.

Go really BOLD. If the heading is the most interesting element of your document, how about emphasising that.

Move the elements around your document. Increase or decrease the size of your image, text and headings to see what looks more pleasing to the eye and what suits your document best



RETURNING TO STUDY?

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Resources

Resource books worth looking out for:

- **Looking Good In Print** - Authors: Roger C. Parker and Patrick Berry Publisher: Coriolis/Ventana ISBN: 1566048567
- **Desktop Publishing & Design for dummies** – Author: Robert Parker Publisher: For Dummies ISBN: 1568842341
- The non-designers handbook – Robin Williams

