Eye catching Flyers

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Flyers & more

- Signs
- Single Page Flyers
- Announcements
- Kiosks

Basic Marketing Tips

- **Focus your marketing on where your patrons are** (or target audience)
- **Be consistent across** streams – use graphics, colors, that reproduce in media and print well (Saves time, too!)
- **Do use unique features of each stream**, e.g., a print flyer on a door with a QR code or beacon, a post with animation, etc.
- **Flyers are part of your marketing toolkit** – not the only one (easy to snap a photo of a flyer and put it on Instagram… although your IG should not just be all flyers)
- **Hashtag** – create your own hashtags for events – can build photo galleries, tweetups, and more using hashtags
- Post hashtags on signage, too!
- Make sure to post appropriate notices about photography usage and accessibility

Flyers are communication

- Before the graphics and design, sketch out/write out the content
- What are the most relevant words?
- Who? What? Why? How? When? Where? By whom?

Who?

- **Remember your audience** – is it age appropriate?
- How do you communicate **who this event is for**?
  - All ages appropriate.
  - Sponsored by Library Lovers BookClub, a romance novel book club
  - Young readers encouraged.
  - Some content may not be appropriate for small children or those who are easily frightened. (Ghost stories)
- Is it **appropriate** for the audience? The right level and tone?
- Be careful of humor, copyrighted images, etc.

Why?

- **Why are you doing this event or sharing this information?**
  - NEW! (service, product, etc.)
  - FREE!
  - Tie-in to other events or programming (See the movie, read the book!)
  - Guest

What?

- Title / Subject
- **What is your event? Is the title explanatory?** If so, you may need less description. If not, a very short description (1 sentence!)
- Any additional info

How, Where & When?

- **How will this happen?** (Visit www….. Or stop by the Reference desk for a demo of _____ ; Schedule an appointment ; Mingle with the author; Make a coding bracelet ..)
- How – another opportunity to mention accessibility – Speakers will have a sign language interpreter, modifications available for the computer lab, etc.
- **Where is this event and When?** If no date (online, dropin service), you can sell that – always available, at your fingertips, etc.
- Any additional info

To recap: Flyer as communication

- **Title**, if applicable
- **Who** is this event or resource for? (Target audience)
- **Why** are we sharing this information?
- **Where and When** will this happen (events, new resources > websites are the where)
- **What** do we expect of you? Join us, watch a movie, discuss, make, eat, drink, learn, make merry, etc. (How)
- **Why** are you doing this event or sharing this information? As part of.. NEW! FREE! Help!
- Connect with us: website, #hashtag(s), accessibility info, any disclaimers or specific info (sponsored by, hosted by..)

A couple of reminders before the fun begins…

- Keep it simple
- Emphasis the important info – don't leave out important knowledge! (Can it pass a 5 seconds glance? Can you read it from a distance?)
- Is it audience appropriate?
- Proofread
- Judiciously use graphics and buzzwords
- Contact / More info
- Hashtag / website

What is the most important piece of information to communicate on your flyer?

For an event?

- **What**
- **When**
- **Where**
- **Why you want to attend**
- Participation (?) - #thathashtag
- Additional info: special features or amenities (food/drink)
- Accessibility

Different philosophies in design

Build one brand – all flyers, websites, etc. look the same and the same templating (same fonts, logos, etc.)

- Advantages
  - Users become familiar with branding and can identify it
  - Users understand where information and how information is communicated
  - Easy to create templates for flyers, powerpoints, etc.
  - Ease of use, consistency
- Disadvantages
  - New marketing may run together ("it all looks the same") becoming invisible
  - Boring

Different philosophies in design

Build unique 'mini-brands' under one strong brand umbrella

- Advantages
  - Users see more novel approaches
  - More "targeted" and personalized
  - Allows for more creativity
- Disadvantages
  - The connection between the event and library may be lost without careful marketing and design
  - "Doesn't look like the library"
  - Experience is less consistent

What is your cultural philosophy on design?

Tips for writing content

- Follow local policies and templates if you need to and adapt as feasible
- Action verbs – Learn, Explore, Dance, Make, Collaborate, Create, Do, Contribute, Read…
- Keep language appropriate to your audience
- Where to get ideas? Take a look at magazines, websites, and other age appropriate materials to get ideas
- Make the words count – keep it short
- SELL IT!

- Focus on positive
- Think about reward – what's in it for them

Universal Design – Design for All

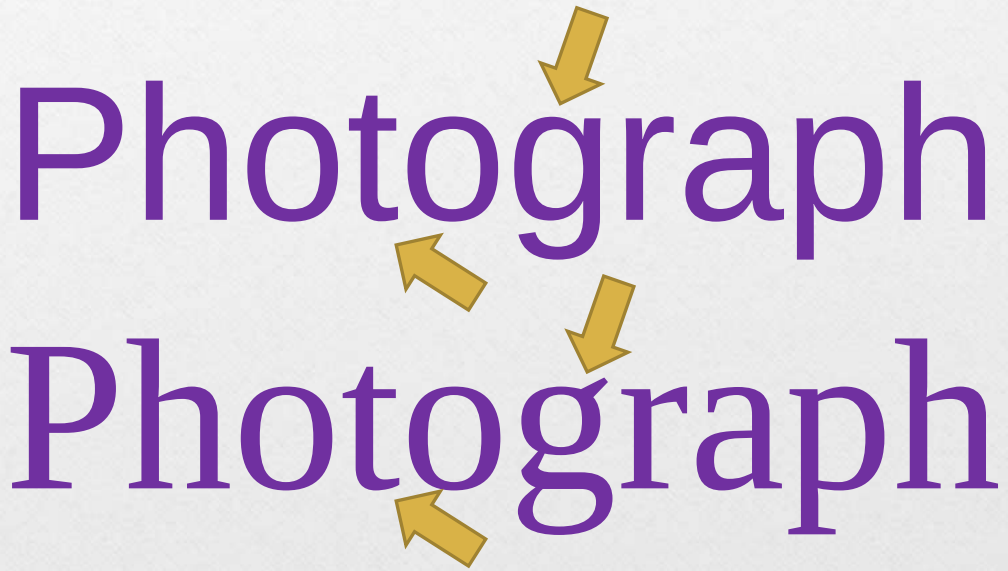
- One principle in design is to design for all members of your target audience.
- For example, if you know you are putting together marketing materials for an afterschool program which has some dyslexic readers, create designs that work for all members of the afterschool program.
- Designing for all will fold in good design for accessibility.
- We'll explore some tips and tools to help your design process create more accessible materials.

Fonts for all!

- Stick to easy to read fonts, especially from a distance.
- BIG is ok – especially if flyers will be on a door!
- Past: San Serif for digital; serif for print – with modern high definition displays and new fonts that are more similar (or even hybrid) not as much difference
- However, Serif are considered easier to read
- Do use standard fonts, especially if replicating across medium streams
- Mix carefully – if you are mixing font types, reduce the color pattern and overall "busy-ness". If you are mixing colors and patterns, using fewer font types (different sizes of the same font is ok)

Fonts for all!

Serif vs Sans Serif



Serif has "tails" and thick/thin

Sans-serif = equal width letters

Fonts for all!

There is a modern font for dyslexic readers for different age levels.
https://www.dyslexiefont.com/en/typeface/

- Heavier at bottom (keeps alphabet from inverting)
- Letter that are similar b, d are inclined to make them easier to distinguish
- Larger openings
- Longer sticks (f, p)
- Capital letters and punctuation are emphasized
- Letters that are very similar have varied heights v w
- Letters are taller to provide more space
- More space between letters
- Free to use!

Fonts for all!

Dyslexie Font

Pluto was discovered in 1930 and was originally considered the ninth planet from the Sun. After 1992, its status as a planet fell into question following the discovery of the Kuiper belt, a ring of objects beyond Neptune that includes Pluto among other large bodies. In 2005, Eris, which is 27% more massive than Pluto, was discovered, which led the International Astronomical Union (IAU) to define the term "planet"

Serif – Times New Roman

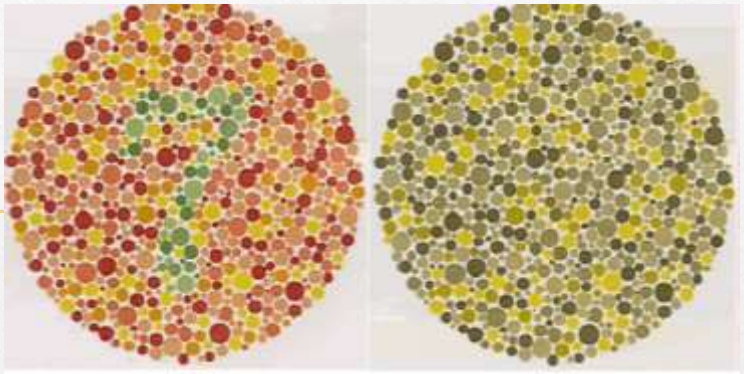
Pluto was discovered in 1930 an was originally considered the ninth planet from the Sun. After 1992, its status as a planet fell into question following the discover of the Kuiper belt, a ring of objects beyond Neptune that includes Pluton among other large bodies.

Sans Serif – Arial

Pluto was discovered in 1930 an was originally considered the ninth planet from the Sun. After 1992, its status as a planet fell into question following the discover of the Kuiper belt, a ring of objects beyond Neptune that includes Pluton among other large bodies.

Other text elements

- Readers who are colorblind may not be able to see specific color combinations (red/green).
- Greater contrast between the text and background will help even if the reader can not actually see the color. Grey on white? Will that show up at a distance?
- Contrast and Contrast
- Contrast checker https://webaim.org/resources/contrastchecker/



In this example, a color blind viewer with this form of red/green color blindness, would not even see the text.

Text as Design

Break up text

Emphasis the most important – larger, bolder

Do mix styles or fonts some, especially if fewer colors or graphics

Think of type content in "blocks"

Consider hierarchies

The Tribune Prints the News

Hilo Tribune.

We Lead Others Follow

HILO, HAWAII, HAWAIIAN ISLANDS, TUESDAY, FEBRUARY

The Hilo Tribune.

Mortgagee's Notice of Intention to Foreclose.

Drs. Grace and Irwin

Chas. M. Lelliood

Ridgway & Ridgway

KILAUEA CRATER CONTINUES IN ERUPTION

FOUR DAYS OF ACTIVITY

ANOTHER OUTBREAK OCCURS

LATER—Just as the TRIBUNE goes to press a telephone message from the Volcano House brings the news of renewed activity, more grand if possible than before. Parties returning from the crater report that the fire has burst through the bankside which choked the lava flow and a magnificent fountain is playing continuously, the extent of the opening in the side wall being 250 feet in length by 100 feet in width.

HONOLULU GETS APPROPRIATIONS FOR HARBOR AND LIGHTHOUSE

River and Harbor Bill Passes.

Postmaster Pratt Confirmed.

Latest Sugar Quotations.

Fire At New Orleans.

Text as Design

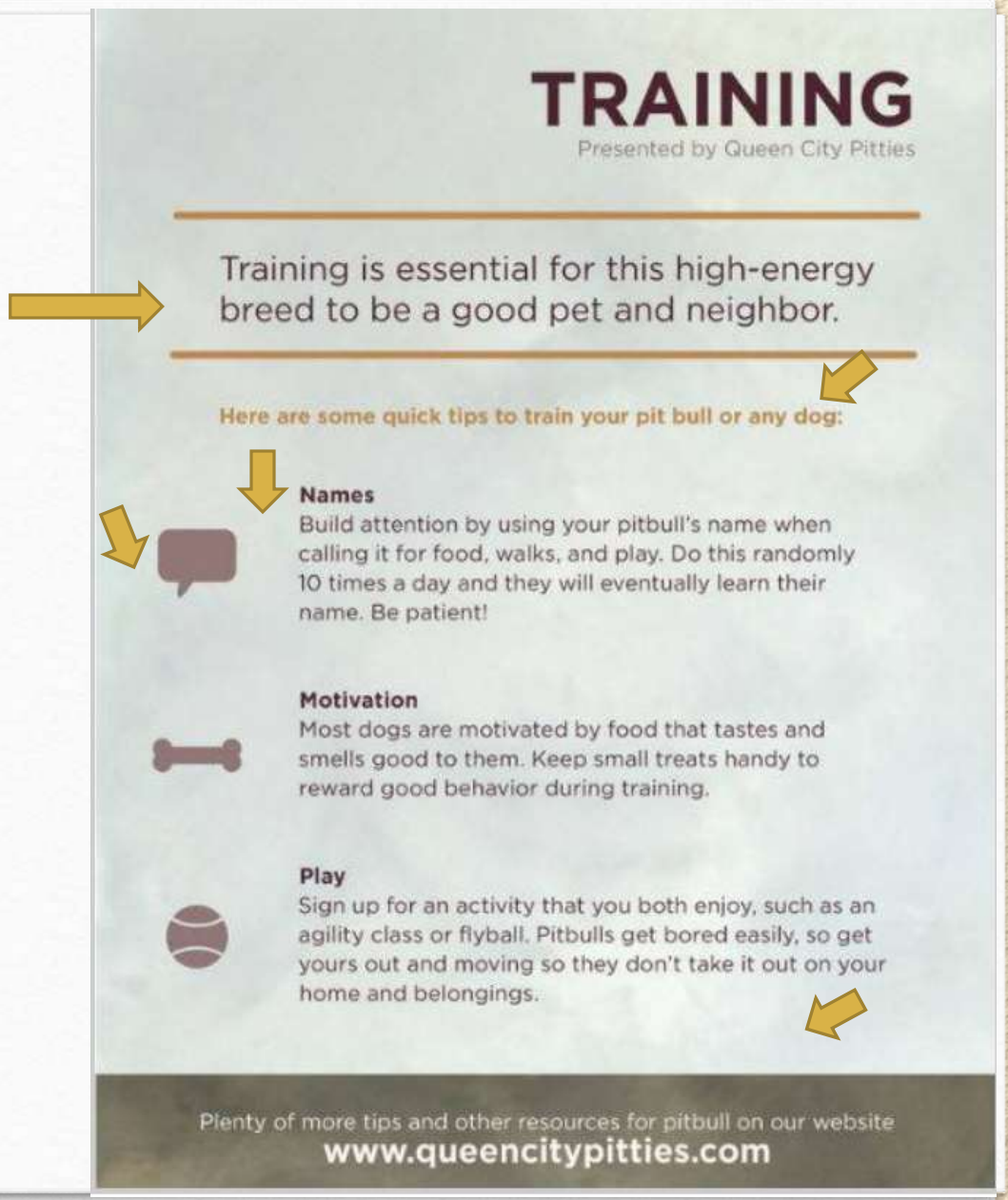
White space is a design element

Use it set off elements, to emphasize text, and to make it more readable

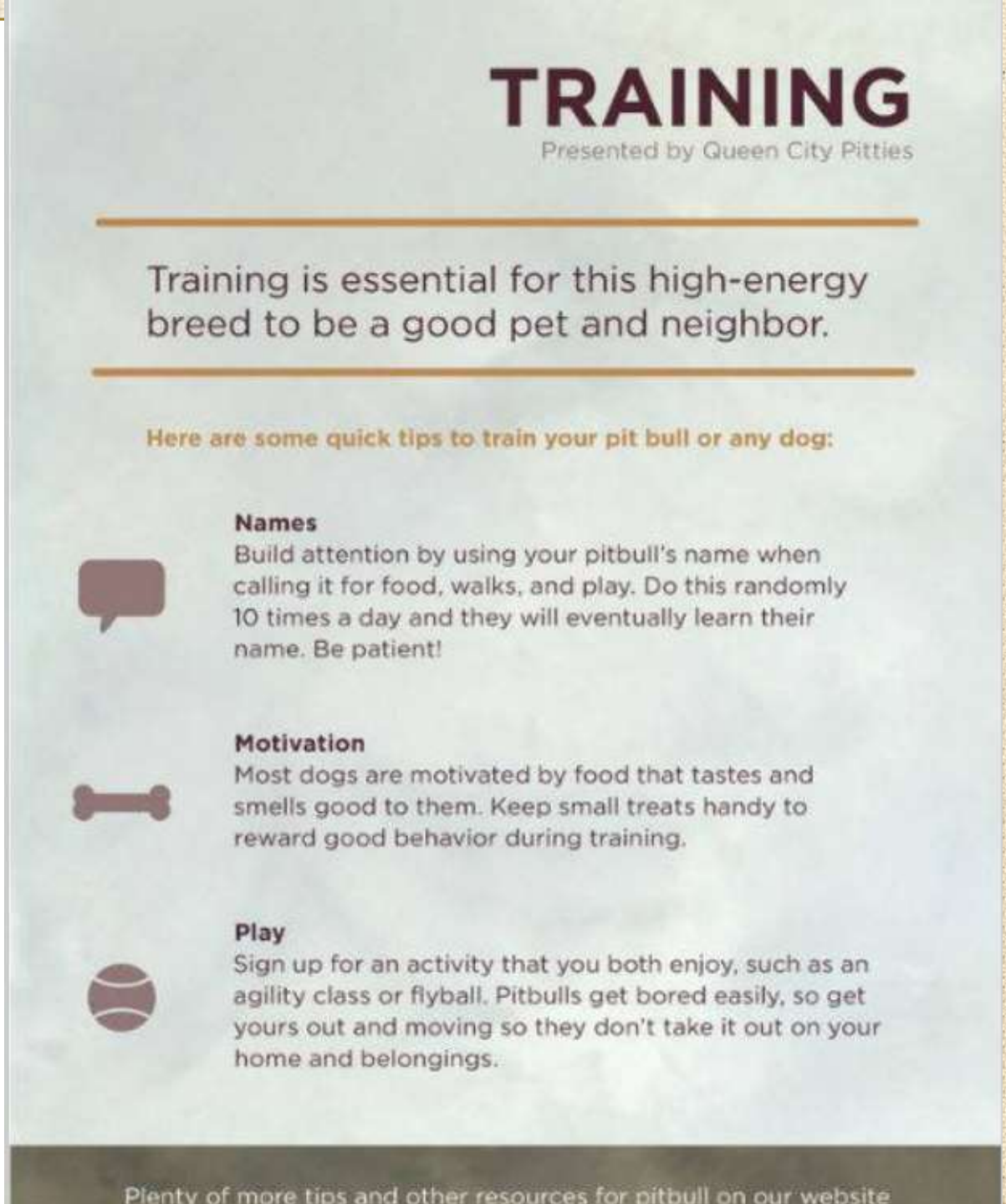
White space is the gap between elements which creates a visual boundary – the margins surrounding chunks of text or content

Text as Design

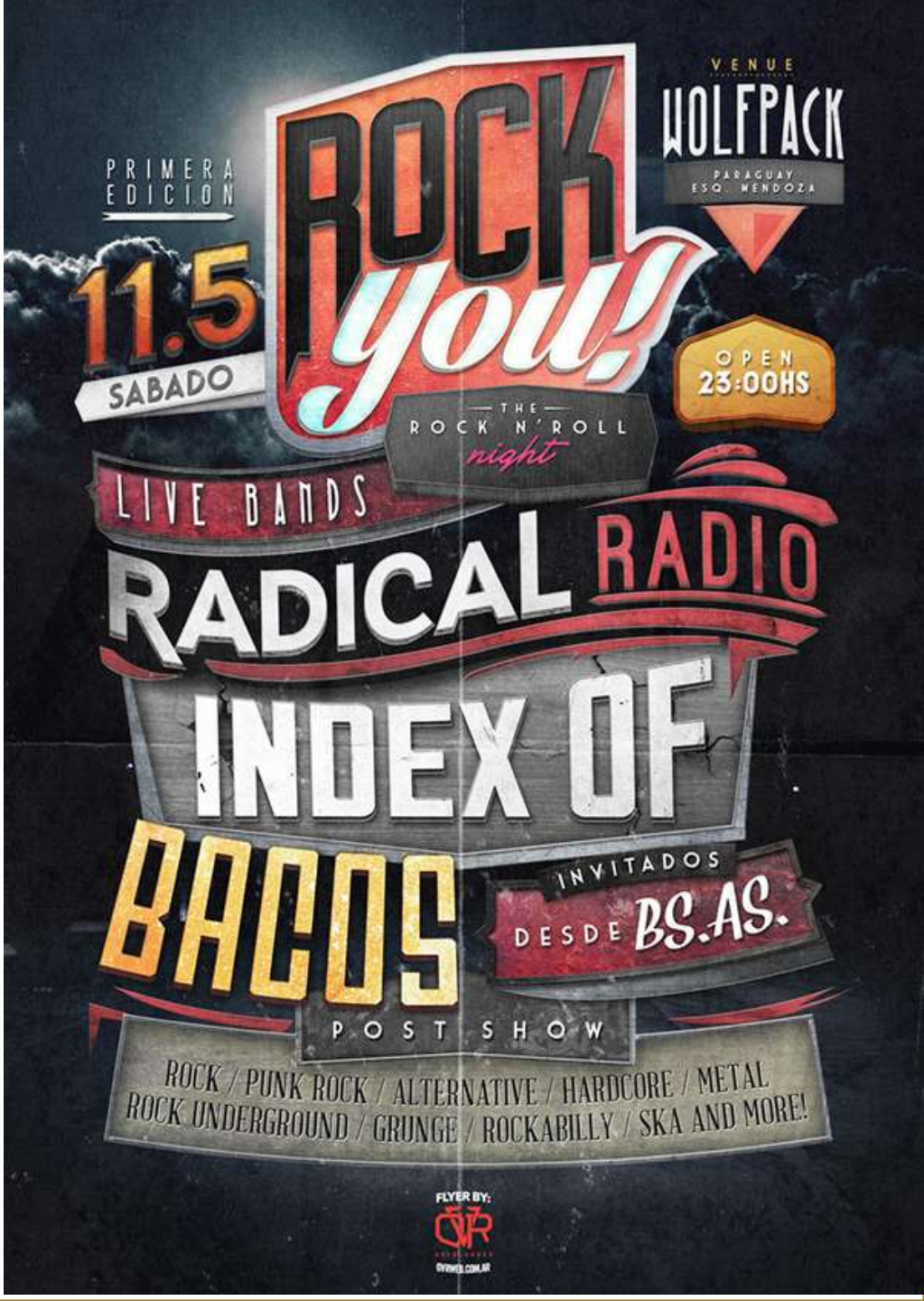
Very good use of white space to define and group content



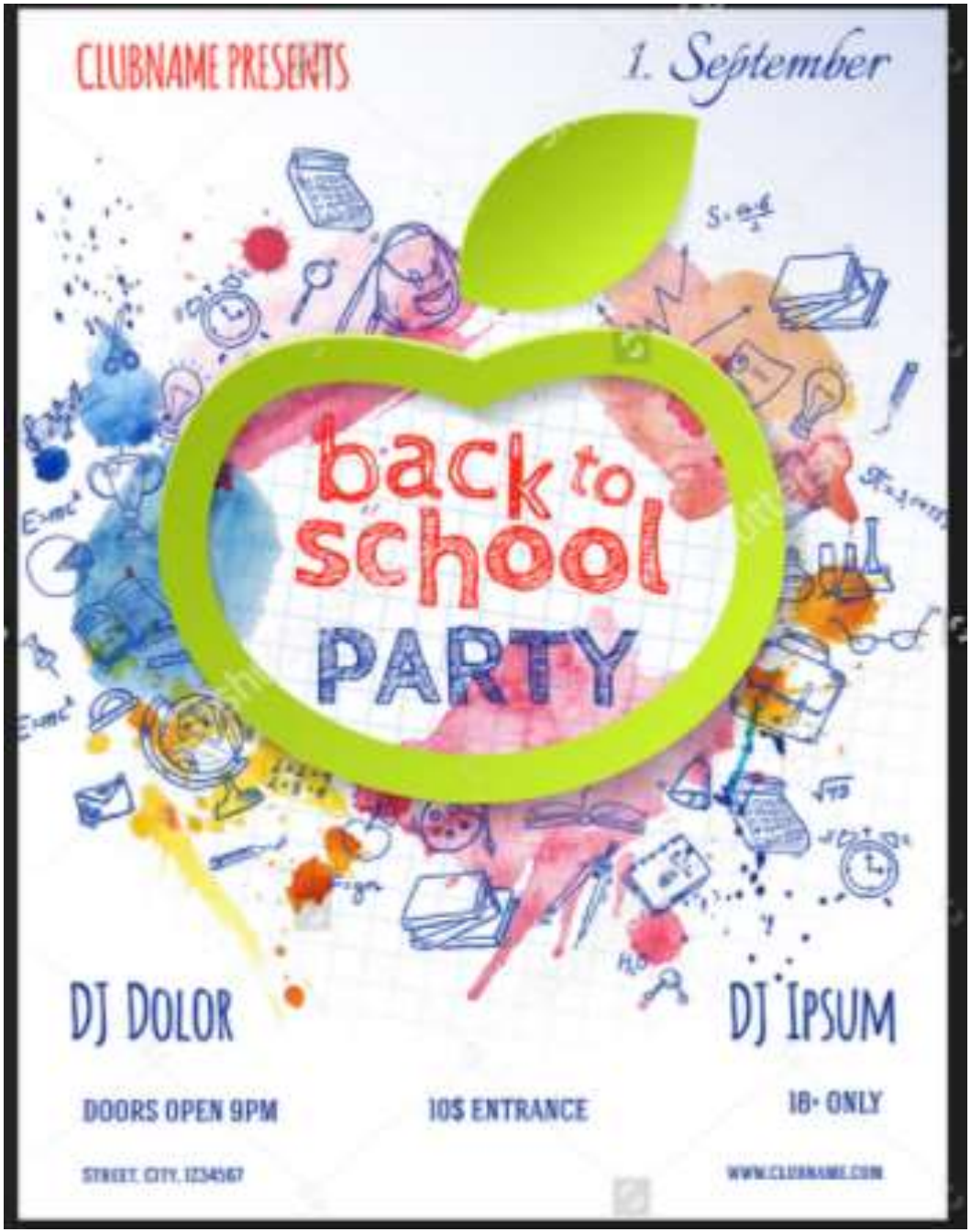
- So - in terms of visual design how accessible is this design?
- Font size, spacing of text and contrast?
- What do we see in terms of hierarchy?



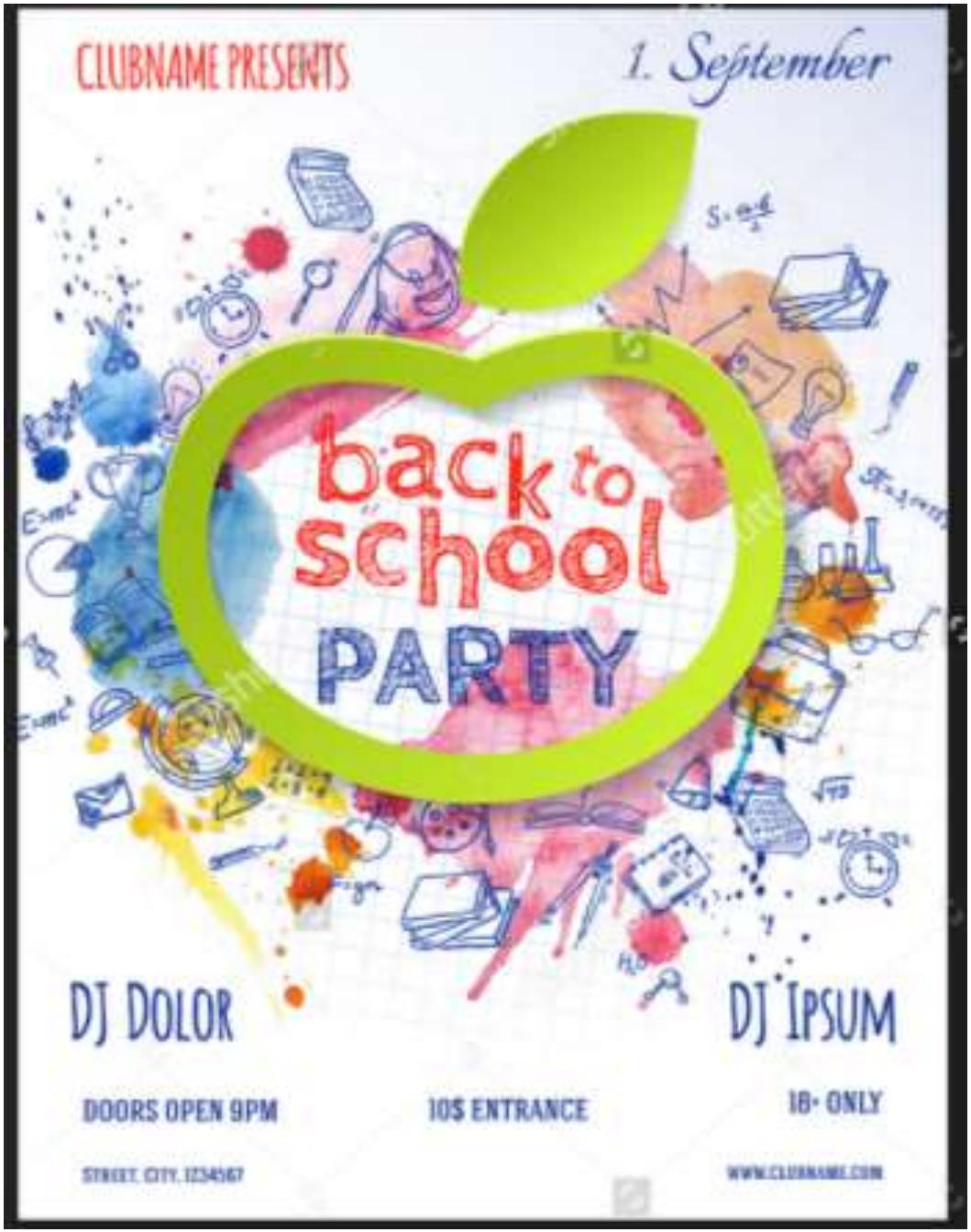
- Can you quickly determine what this flyer is about?
- Flyers and posters for more artistic and creative events can be more creative, but they still need to communicate.
- However, mystery can sometimes work as a marketing technique. Is there enough mystery here to attract attention and get people to look more closely? (possibly)
- Would this flyer work on a door in a busy library?



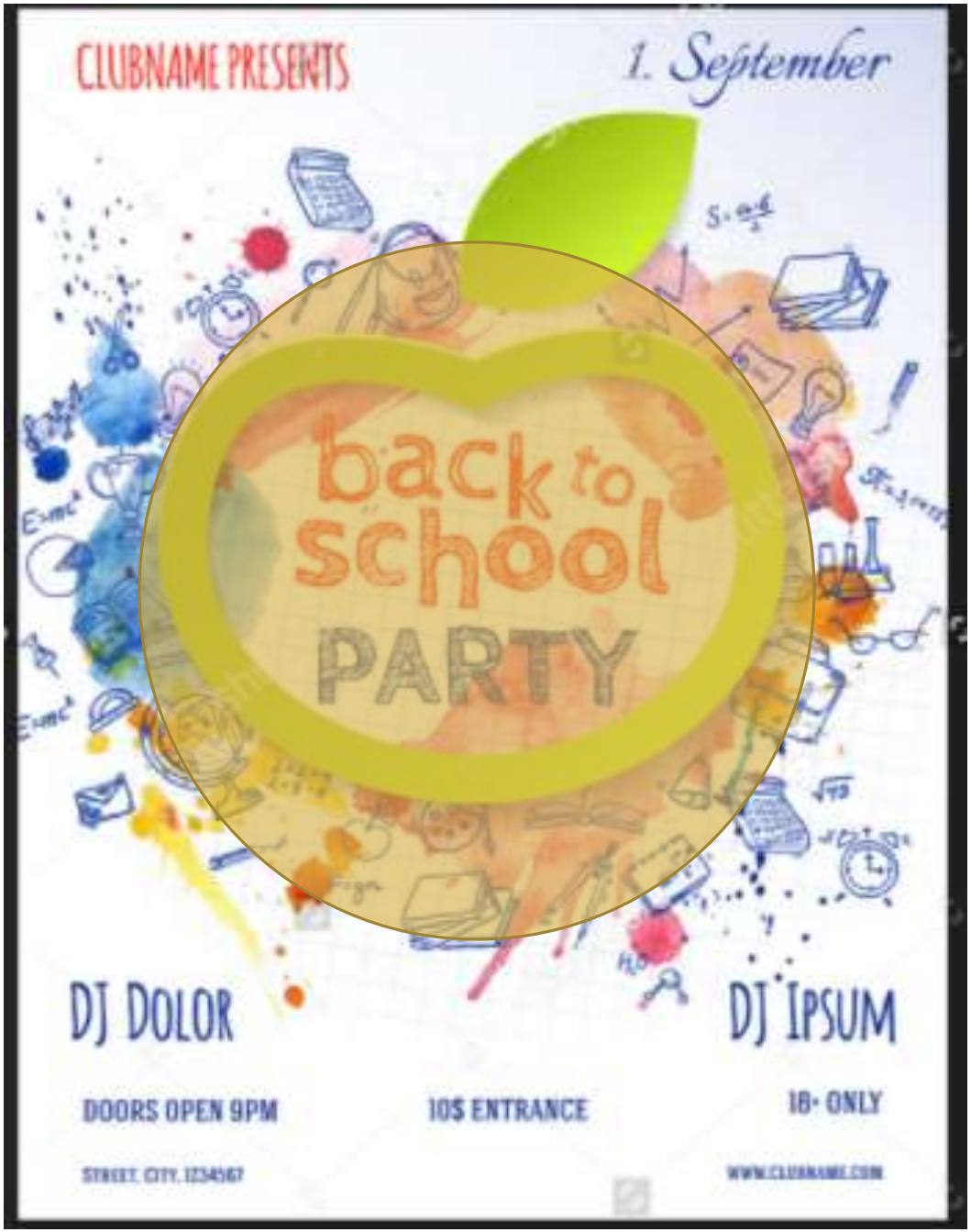
- Can you quickly determine what this flyer is about?
- Creative yet communicates clearly.



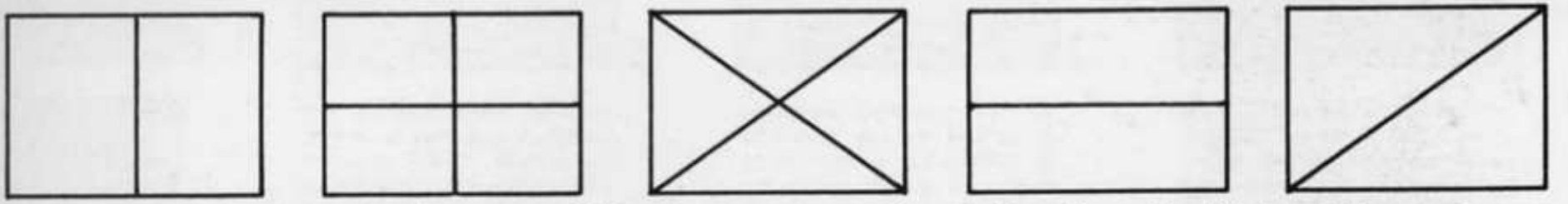
- Let's talk about composition and layout
- Think of your text as a block element
- Give lots of space (white space) between elements
- Think about your flyer in regions
- Consider images carefully



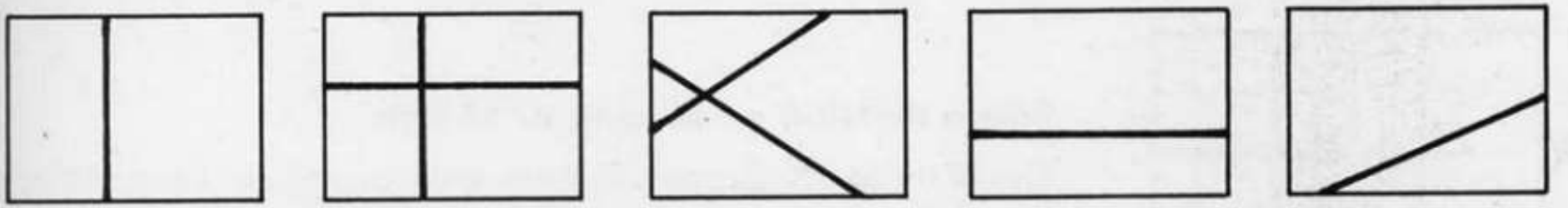
- Center weighted image – bull's eye



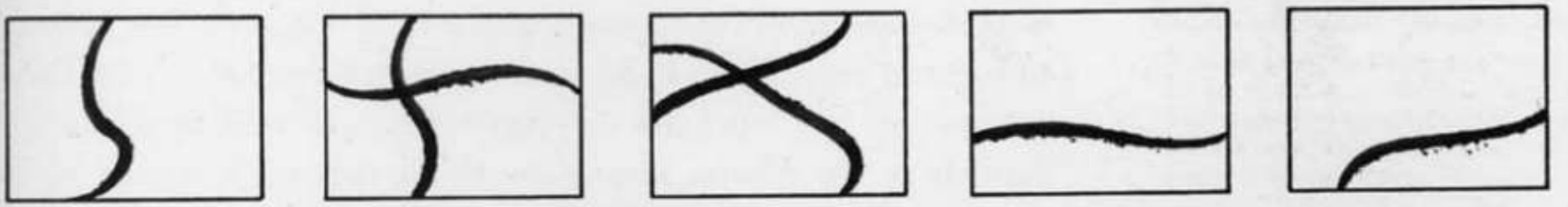
Consider how you divide up the space



1 The equal distribution of space has the monotony of hitting the same note on a piano, its interest is equally divided, much like repeating your name without changing your voice — it has a rather mechanical appearance.



2 Now we have divided the space more unequally. The areas are no longer the same, it is more like changing your voice and adding a few words — or some extra notes to the original note on the piano. Observe that we have not changed the lines, *only their position on the picture space.*



3 We now take the same lines as above and give them movement. The areas now begin to intrigue the imagination — this is dividing space as design. Don't you find this group more interesting than the first two?

Let's look at an example

Mix of sizes, bold, font sizes
Eye catching central image that is a good representation of events

Most important information:
Frightfully Fun Events
Sat Oct 29, 11am & 2:00pm

Title, Audience levels noted

Hierarchy approach, block approach

Could easily be created as a template for all events (and actually is!)

Branding – alignment center for each part of sub area

Event Titles – Large font – left aligned

Graphical element – one large visual - centered

Date – fonts and box color mirror the image – creating a book or "sandwich"

Event 1 – Font aligned to text above

Event 2 – Font aligned to text above

Contact information Action / Participation

Notice use of white space between columns and blocks…

Moving onto color

Considerations:

Use color to communicate and emphasis important elements
Use strong colors (bright) sparingly
Be aware of psychological and cultural values, too
Remember the impact of color blindness and contrast on readability

Color has warm and cool values
Red – warning, anger, love
Blue – calm, relaxation, modern

Psychology of color:
http://www.infoplease.com/spot/colors1.html

Meaning of color:
http://www.smashingmagazine.com/2010/01/28/color-theory-for-designers-part-1-the-meaning-of-color/

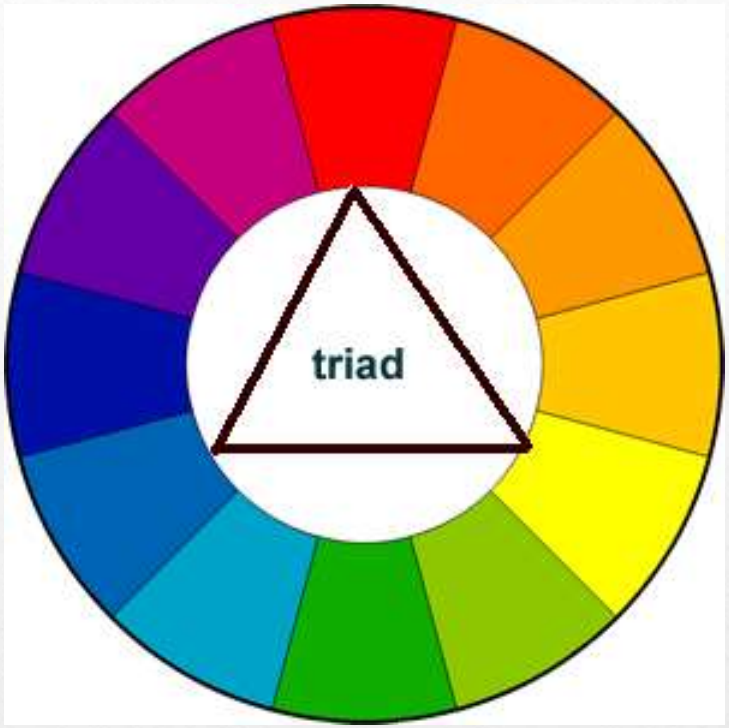
Let's talk about color

Complementary colors reside across from each other on the color wheel: they are very **high contrast** when paired together.

Let's talk about color

Analogous colors are **adjacent** on the color wheel and they are **harmonious.** They are combinations often found in nature. Lots of low-contrast elements, here!

Let's talk about color



Triad or tertiary colors are 3 evenly spaced colors on the color wheel. http://www.colorschemedesigner.com/

Color theory @ http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm

Let's talk about color

Hue – the color and purity
Saturation – from pure color to greyed color to black – Tone
Value – the lightness and darkness of a color

When mixing your own color palettes and use different colors (hue) – keep the saturation and value close to create a more harmonious palette

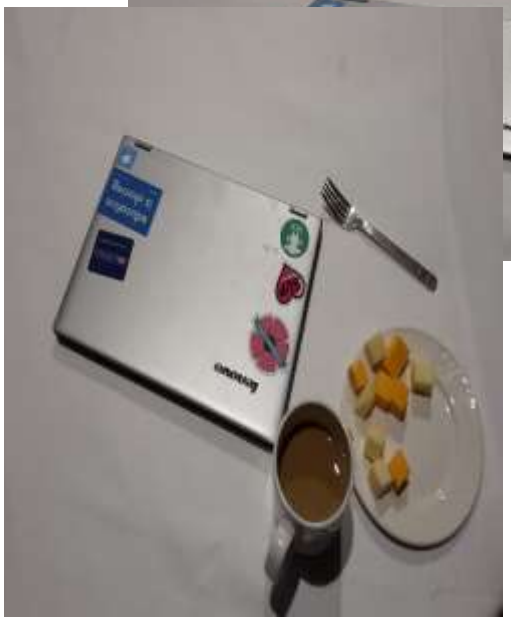
Ok to mix patterns and colors but keep color themes consistent – think balance (colortheme tool can be helpful - http://www.perbang.dk/color+scheme/

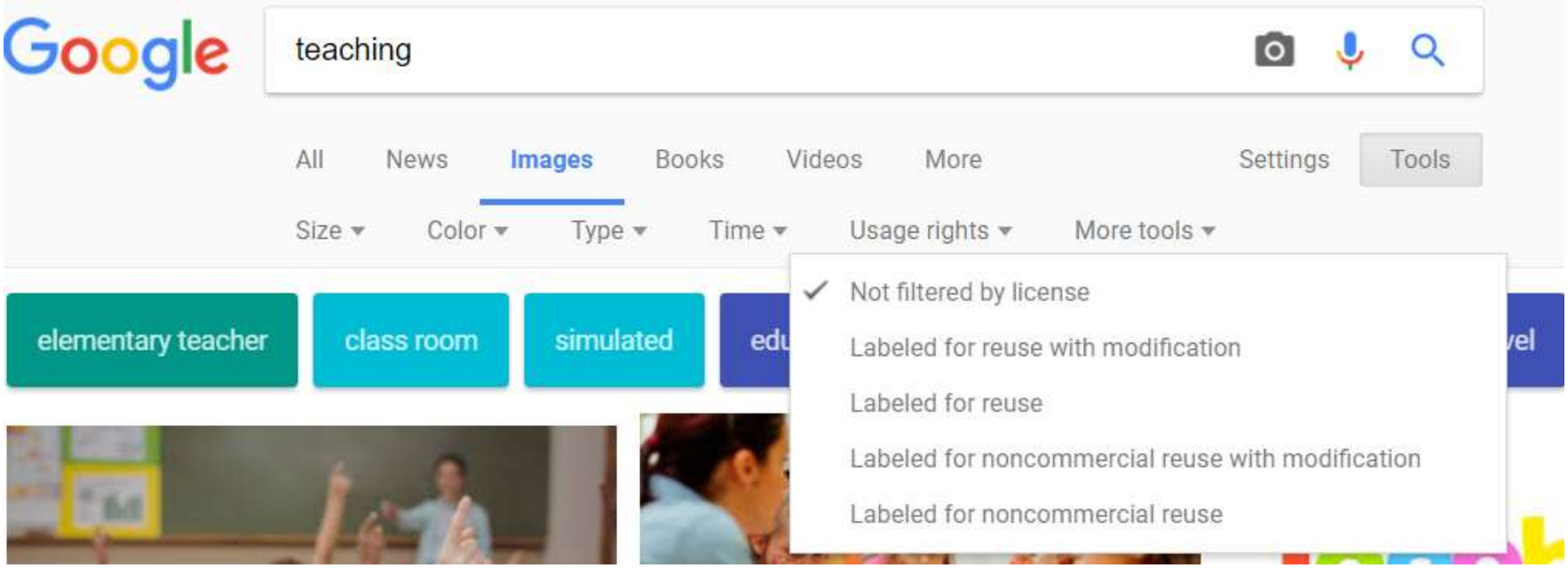
Let's talk about images

- We are drawn to photographs, especially of people
- Images can make a flyer "pop"
- Choose images that support your content
- Choose images you can use legally
- Fonts, color, and even patterned shapes can create interesting flyers without using photographs
- Test print – photographs do use a lot of ink
- ClipArt (drawings) and icons can also create graphical elements without a lot of competition to your content
- Use backgrounds very carefully – what works on Instagram is not necessarily going to print well

Let's talk about images

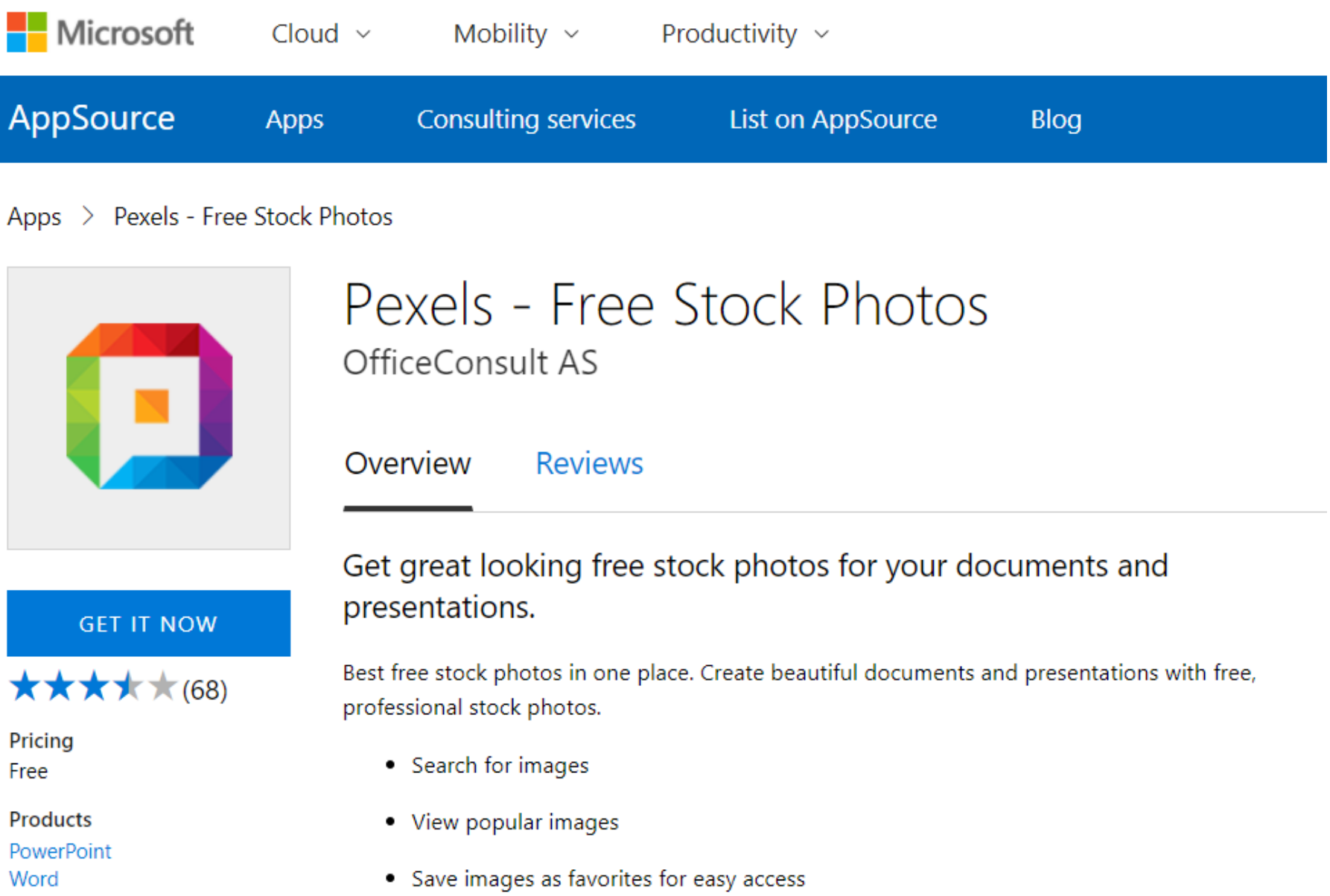
- Choose photographs and images that match your color palette
- If you have a logo or image, you can create a color palette from that at http://www.pictaculous.com/
- Don't stretch photos to fit.
- Using the + symbol or keep perspective will prevent stretching





Where to find images

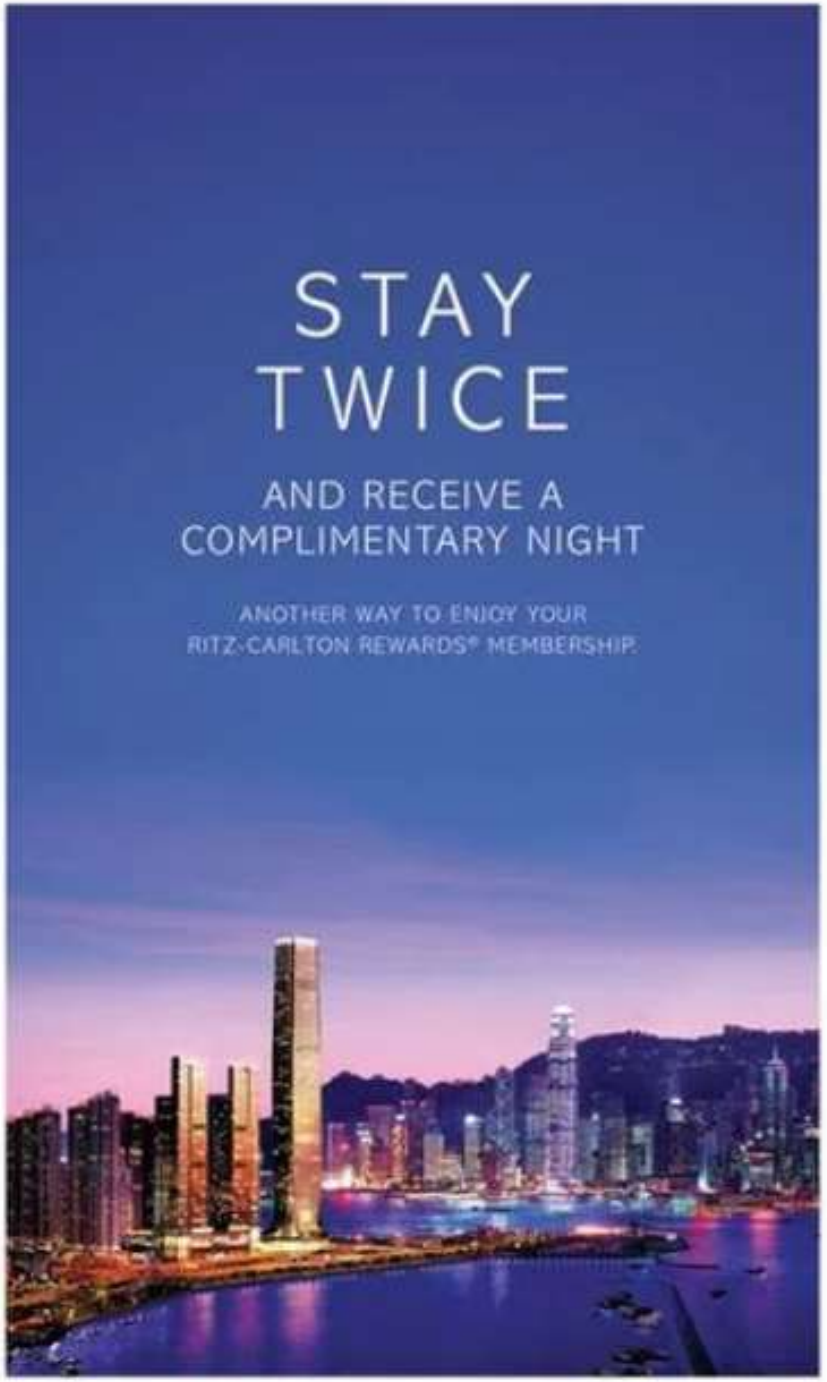
- Search Google Images and filter by usage Let's talk about images – the default is no filter but you can change that
- Advantage: Built in to the search, can sort by size, type (clipart, color!)
- Disadvantage: The filter license is not always accurate so you will need to check individual images
- Or go here for many more search refinement google.com/advanced_image_search



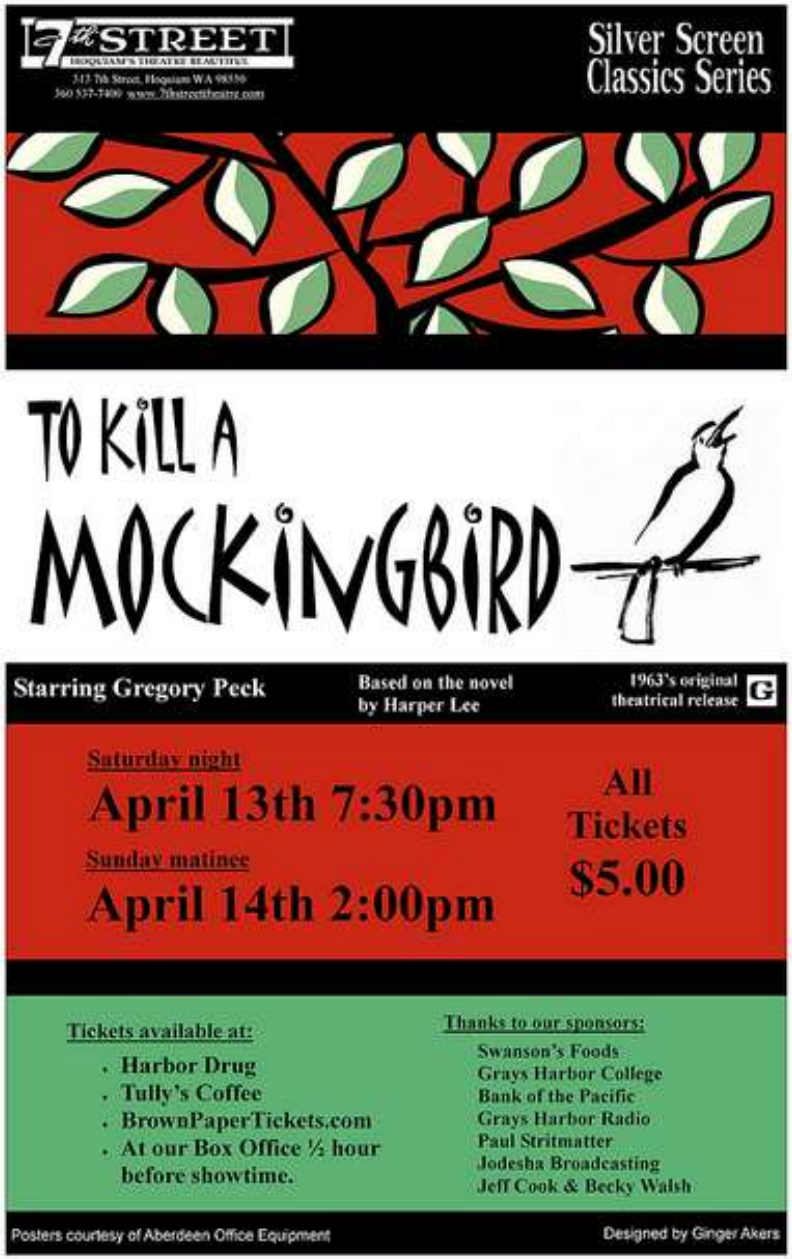
- Pexels built into Microsoft Office products now

Using images to communicate a story

- Color blends from image to background – expansive “sky” and viewpoint (landing?)
- Single font with a hierarchy of size
- Let the photo tell the story – communicate only what you need to with text



Let's discuss



Mix of sizes, bold, font sizes
Eye catching central image that is a good representation of events – title is graphical
Bookmarked by reddish blocks
Same value and tone

What about readability of fonts?
White spacing?
Does this flyer need the "Saturday night" and "Sunday matinee"?
Do we need information "Based on the novel by Harper Lee"?

Hierarchy approach, block approach

Could easily be created as a template for all events

Let's discuss

Designs can be more organic design
Sometimes it is good to break out of box model

Consider spatial objects or part of an object – a detail of a leaf, etc.

Framing of central image
Strong impact photograph (naturally attracted to images of people)

Analogous color palette – Harmony
Warm color palette – homey, comforting, happy (yellow)

Leaf motif – background (turn over a new leaf, autumn of life, etc.)
Swirls of shape and patterns = wind / flow
Mix of organic shapes and square blocks

Who is the target audience? Would they be able to easily read this?

Let's discuss

[DATE]
[EVENT TITLE HERE]

[Event Description Heading]

[To replace any tip text with your own, just click it and start typing. To replace the photo or logo with your own, right-click it and then click Change Picture. To try out different looks for this flyer, on the Design tab, check out the Themes, Colors, and Fonts galleries.]

replace with LOGO

[ADD KEY EVENT INFO HERE!]

[DON'T BE SHY—TELL THEM WHY THEY CAN'T MISS IT!]

[ONE MORE POINT HERE!]

[YOU HAVE ROOM FOR ANOTHER ONE HERE!]

[ADD MORE GREAT INFO HERE!]

[COMPANY NAME]
[Street Address]
[City, ST ZIP Code]
[Telephone]

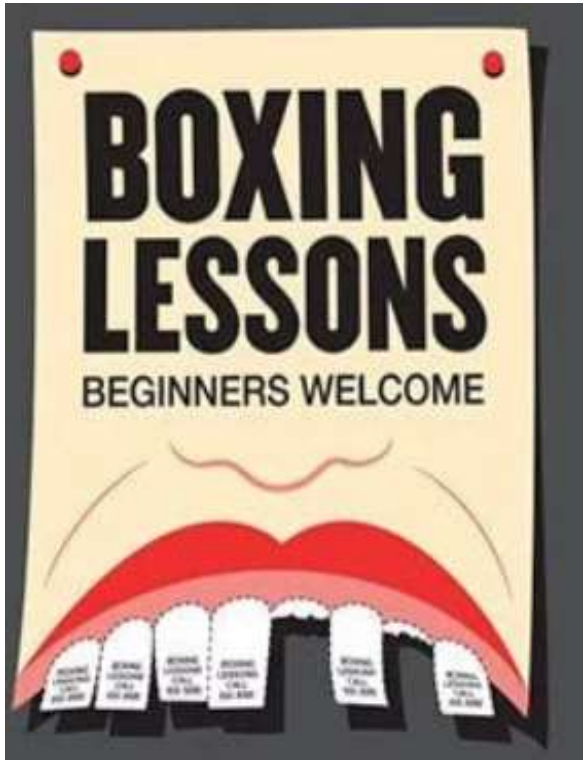
[Web Address]

[Dates and Times]
[Dates and Times]

What about this design? Any issues?

Design examples – infographic style / flat design

Photo overlay



Consider audience

Software

- Microsoft Office
- Word
- Publisher
- Powerpoint (!)
- Web based
- Adobe Creative Suite

Graphic elements

- Text and data should also be considered as a graphical element (block)
- Text can also be transformed (WordArt) into graphics
- Use elements that will reproduce well
- Remember: Emphasize most important; White space (do not crowd) elements; follow a color palette
- Clipart? Perhaps, perhaps not.
- Photographs reproduced can eat up a lot of ink
- Be aware of copyright concerns, too.
- COMMUNICATE.

Questions?
Web: georgiawebgurl
Skype or email

thank you!