

Creating Eye-Catching Flyers Using Publisher

Presented by
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Office of Creative Services
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The Basics in Creating Publications



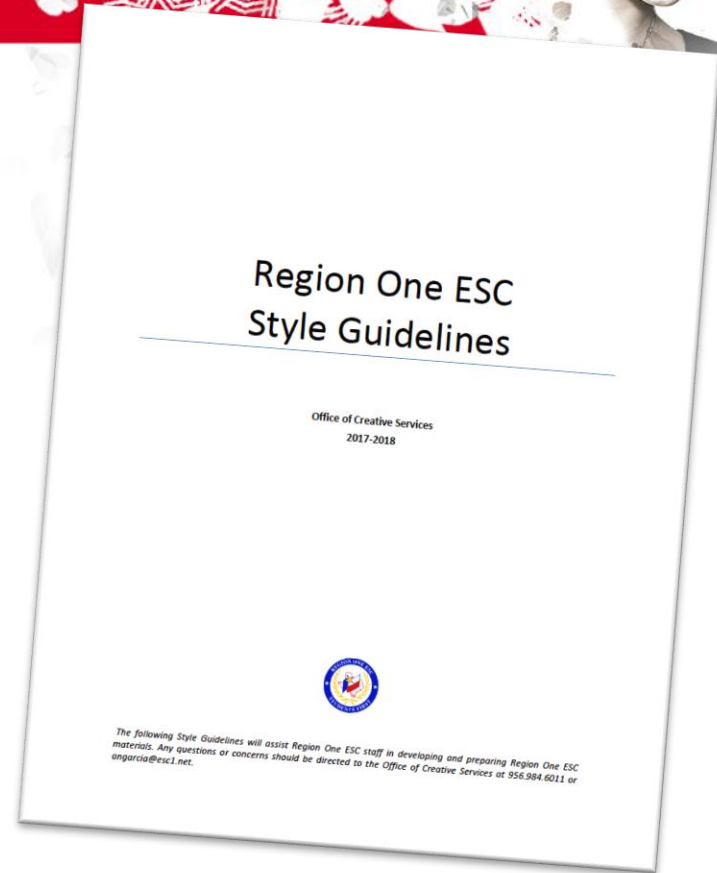
1. Begin with the end in mind--*what are you trying to accomplish?*
2. Who is your target audience?
3. What is the nature of the announcement--*fun, serious?*
4. Gather the facts
 - ◆ Who, what, when, where, why



Style Guidelines

“Style guides can support marketing initiatives by ensuring that all messaging is relevant and related to your brand’s goals. Referencing a brand style guide ensures that content distinguishes a brand from its competitors, and is cohesive. This cohesion is important because it helps establish a strong brand voice that resonates with the audience, which is essential for building brand awareness. Over time, that awareness and consistency build trust.” – *Forbes*, July 24, 2016

Region One ESC Style Guidelines can be found on the Region One ESC Intranet > For Employees > Style Guidelines, 2017-2018



Publications

A. Flyer Guidelines

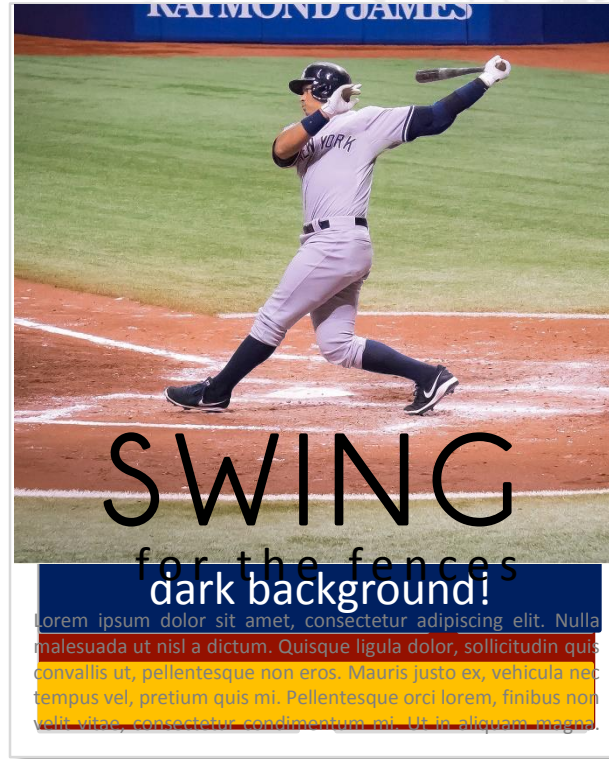
All flyers should contain the following information, in addition to any other specified divisional requirements.

- Workshop Title
- Workshop Description
- Workshop number
- Date (spelled out, no abbreviations)
- Time (beginning to end) Ex: 8:30 a.m. - 3:00 p.m.
- Location (if at Region One, state address), room name
 - Example: Region One ESC-Starr Room
1900 W. Schunior, Edinburg, TX 78541
- The statement: “Online registration at www.esc1.net/staffdevelopment”
- Number of CPE hours available for training, if applicable
- Target Audience
- Fee : If no fee state, “No Fee”
- Any special instructions for participants



Principles of Design

- Balance/Alignment
- Movement
- Unity/Proximity
- Repetition
- Contrast
- White Space



Designing Software



Microsoft Publisher



Why Microsoft Publisher

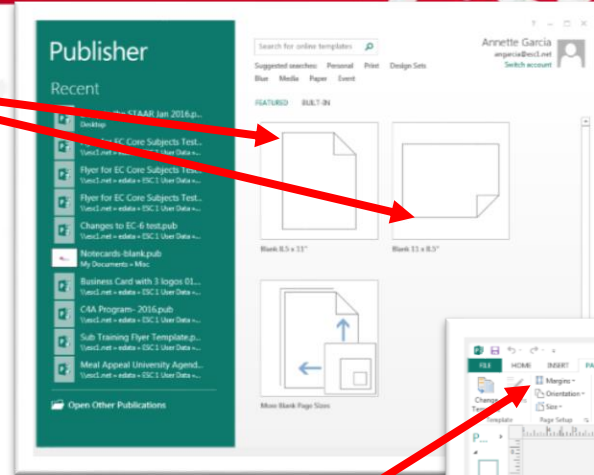


In many ways, Microsoft Office's Word and Publisher perform the same tasks. Both offer a way to combine text, images and formatting into a document. But while Word excels at typing long documents with a focus on the text, **Publisher is a better tool for creating precisely designed publications such as booklets, pamphlets, business cards and greeting cards.**

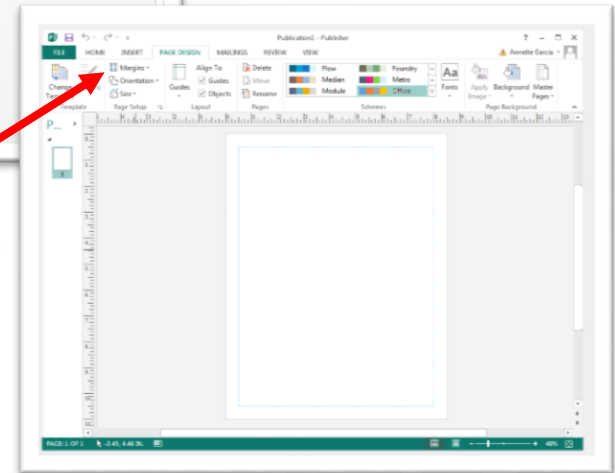


Let's Get Started!

Open Publisher, select your page



Select your page margins, orientation, paper size
Top Ribbon---PAGE DESIGN



Working with Templates

Pros

- Quick, easy

Cons

- Quick, easy
- Unoriginal
- Unchallenging
- Basic
- Restrictive

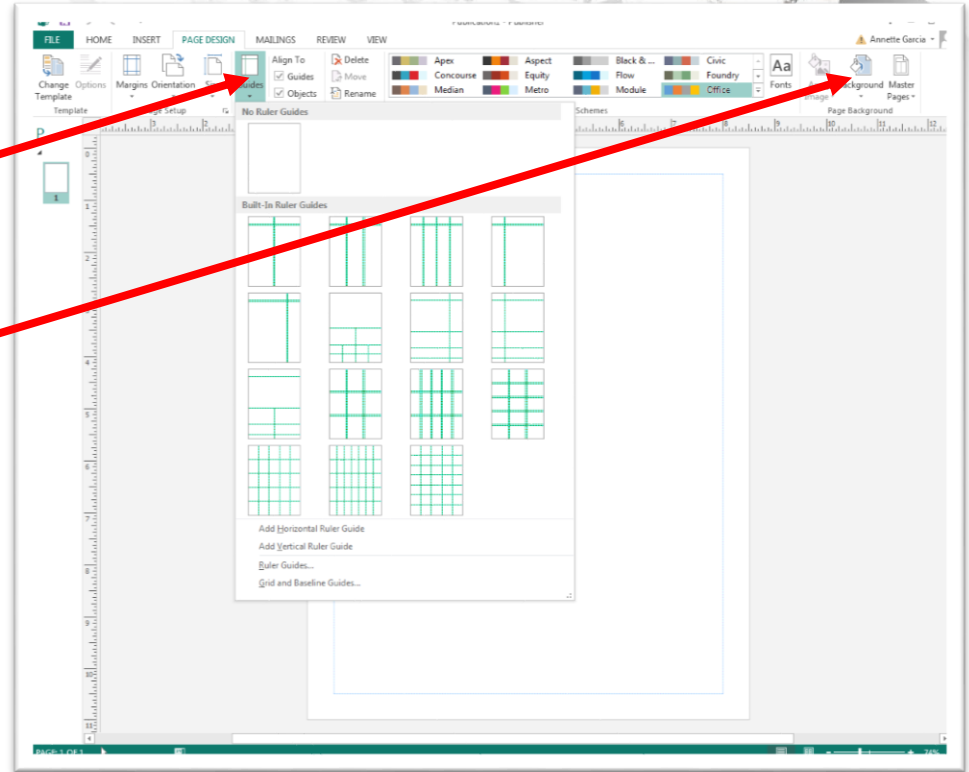


Let's Start Designing!

Set Guidelines----will help you balance your layout

Go to **PAGE DESIGN** in top ribbon
Select "Guides"

Want a background---jazz up your layout!

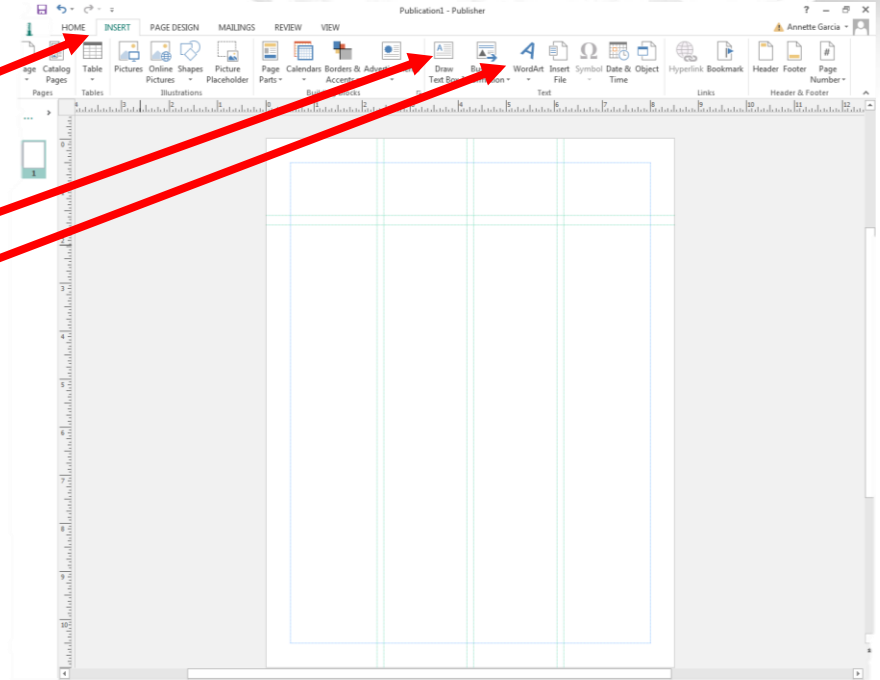


Let's Add Some Text!

Go to **INSERT** tab
then

Go to **DRAW TEXT BOX**
or

Go to **WORDART**



Tips for Writing Effective Flyers

- Keep It Brief
- Organize Your Info
- Use a Catchy Headline
- List any Benefits
- Proofread Your Writing
- Include a Call to Action
- Use Relevant Information
- Use Striking Testimonials
- Make the Font Legible
- Put Yourself in Your Customer's Shoes
- Use the word 'You'



Selecting Fonts



Don't **GO** font *crazy*!

“In general, you want to **work within two to three type families** max: one for body copy, a sans serif for contrasting other elements, such as bylines, captions, and so on, and maybe a display type for larger headlines.”

Board Approves Calendar for New Year

Winter Holiday Expanded to One Month

The Region One Board of Directors approved a one-month ESC closure for the Region One ESC much to the delight of staff members.



Classifications of Fonts

Serif fonts:

Times New Roman, **Rockwell**, Georgia, and Baskerville

Sans Serif:

Arial, Franklin Gothic



Choosing a Font



The font can set the tone for the piece that you are creating---fun, edgy, serious.
Consider the following:

Demographics

Know who your intended audience is, including their age range and particular interests. Be clear on the goals of the piece.

Legibility

To attract and hold the reader's attention, typefaces intended for body text should be legible and easy to read. Save more decorative, eye-catching designs for headlines, titles, and other more prominent usages. **ALSO CONSIDER FONT SIZE!**



Choosing a Font



Copy length

For a book, magazine or newspaper, the typeface you select will be used to set lengthy copy. For this purpose, the degree of required legibility is greater than if the typeface were being used for just a few lines or a paragraph or two. For shorter copy, a typeface with a bit more personality can be considered, because the reader's attention is less likely to be distracted.

Serif vs Sans

It is commonly accepted that serif typefaces are easier to read for lengthy copy than sans serifs, especially at smaller sizes. This is true in many situations, but not an absolute rule. Other factors to consider before making your decision include the reading environment, meaning whether it will be in print or on the Web, and the design characteristics – especially the legibility – of the typeface being considered.



Choosing a Font



Font family size

Explore the project's typographic requirements, and determine beforehand how large a font family is needed to meet all of your typographic needs. While two weights with italics might be enough for some jobs, others might require additional weights and versions to create good visual hierarchy necessary for a strong, effective piece.

Print, Web, or other media:

What media do you need the typeface for? Be aware of all media in which the typeface or family will need to appear. If just print, then your font search will be simpler. But if it is needed for the Web (via Web fonts), ebooks, smart phones, or other uses, you will need a typeface that is available and appropriate for all usages, and performs well in all required environments.



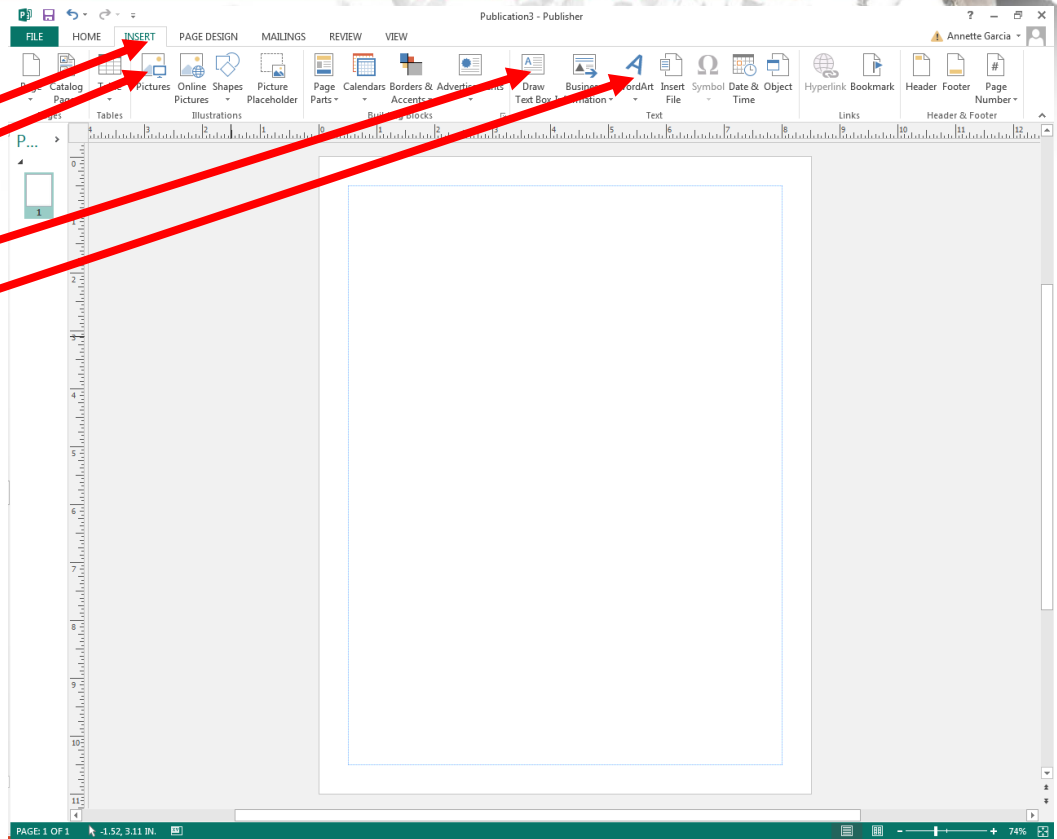
Inserting Images

INSERT tab

Pictures

Text Box

Word Art



Visual Design

Photo Images

- Be consistent with the style of selected images



No Background



With a Background



Black & White



Image Samples



No Background



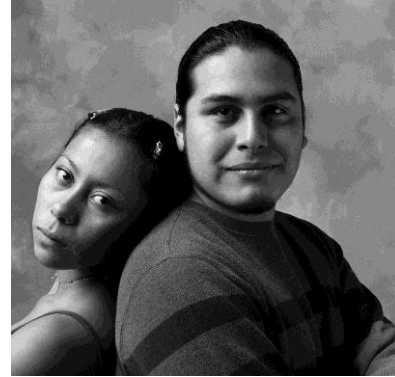
Image Samples



With Background



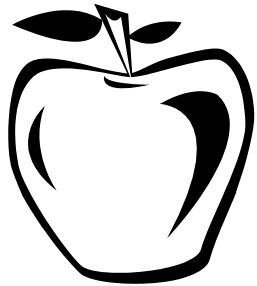
Image Samples



Black & White



Image Samples

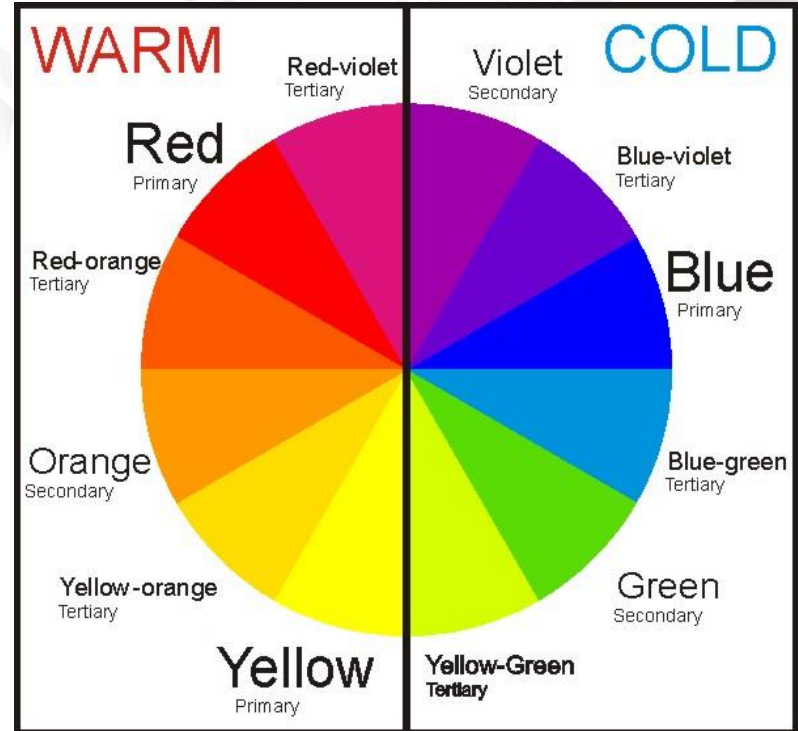


Clip Art



Color Theory

With colors you can set a mood, attract attention, or make a statement. You can use color to energize, or to cool down. By selecting the right color scheme, you can create an ambiance of elegance, warmth or tranquility, or you can convey an image of playful youthfulness. Color can be your most powerful design element if you learn to use it effectively.



Correct Logo Usage



Incorrect Logo Usage



Region One Education Service Center

1900 W. Schunior • Edinburg, TX 78541 • Phone (956) 984-6000 Fax (956) 984-7655

Cornelio Gonzalez, Ph.D.
Executive Director



Region One
Education Service Center



Jack C. Damron
Executive Director



Region One
Education Service Center



Images & Clipart

Morgue File

<https://www.morguefile.com/>

iStock

<http://www.istockphoto.com/stock-photos>

Clipart Library

<http://clipart-library.com/>

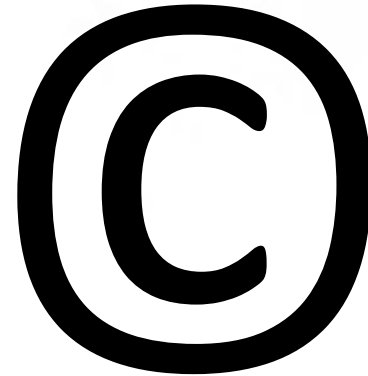
Pixabay

<https://pixabay.com/>

Google Images > Tools > Usage Rights

Bing Images > Filters > License

Reminder: Always, always lookout for copyrights.



Quiz Time...

Log onto:



Kahoot.it





KEEP CALM
and

Create



References

<https://www.pluralsight.com/blog/creative-professional/understanding-design-jargon-design-principles>

<https://www.techwalla.com/articles/what-is-microsoft-office-publisher>

<https://www.forbes.com/sites/propointgraphics/2016/07/24/brand-style-guides/#7e15d99561a5>

Selecting Type for Text: Factors to Consider

<http://www.fonts.com/content/learning/fontology/level-2/making-type-choices/selecting-type-for-text-factors-to-consider>

Classifications of fonts:

<http://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>

<http://www.printaholic.com/15-tips-for-writing-effective-flyers/>

<https://www.techwalla.com/articles/what-is-the-disadvantage-of-using-a-template>

<http://www.tigercolor.com/color-lab/color-theory/color-theory-intro.htm>



Thank you!



It was a pleasure presenting for you!

Pat Ybarra, Graphic Designer

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Complete your Attendance Workshop #77399



Complete your Attendance Workshop #77491

