

## **GRAB Attention with Graphics**

### **Audience**

What kind of reaction are you looking for?

Would you like your audience to continue reading, go to your website for more information, or do you want them to react? What do you want them to do? They need you to tell them what you expect them to do.

You want to evoke an emotion. It should be a pleasant emotion!

Your audience should be able to understand your graphic from a distance!

### **Materials**

What will you need? Posters, Post Cards, Banner or signage.

Branching out: What about business cards, static cling window decals, business cards, mugs or apparel?

Are you planning to use the same artwork for all? You may use design that matches but you are going to need artwork for each item. Size and orientation are going to need consideration.

### **Chorus Logo**

This should be on every piece of media. This gets your audience familiar with your logo. It should be easy to recognize.

### **Graphic Images**

Yes, but how do they fit in with your message?

Does the image convey the message you'd like it to?

Can you tell what the image is from a distance?

Will the image attract attention?

Where will you find the perfect image?

## **Copyright and Image Purchase**

Sometimes the best image is one that you purchase from a stock company. This can get expensive, but you know that you can use that image without any repercussions.

If you have someone with a really good camera, you can take your own photo. This is time consuming and can be difficult. You might not see that “EXIT” sign that suddenly appears in your frame. Be prepared to use a Photoshop program.

Some clipart or images are free. Check the size. You want to choose an image with as high a resolution as possible. If the resolution is too low, you may not be able to use it in all your pieces. I suggest using the Google images, tools, size, choice to make sure you get images that are the right size.

## **Colour**

A great tool but to be used sparingly. A graphic piece with too much colour confuses the eye and will actually make people turn away....

What about text?

A light colour text should be avoided unless you intend to have a very dark background. Your text size should be bold on a dark background.

You want your text to compliment your graphic choice.

## **Content**

Keep the information amount as little as possible. It would be better to invite them to a website to learn more than to try to cram information.

The average short-term memory capacity is 7 plus or minus 2 pieces of information. That is 5 to 9 pieces of information.

## **Proof Reading**

Have several people read your copy before you place it in your artwork. Everyone has an opinion on a design. Who has the last say? (director!) Choose one other person that can have an opinion. Too many opinions and you'll end up frustrated. If you're doing the design for someone else, be very clear about what they want so you don't waste valuable time.

## **Fonts**

There are hundreds of fonts available, but what really works best is a simple font. The font should have the same thickness for each letter. Scroll fonts or intricate fonts should be kept for birthday cards or wedding invitations. You want your readers to be able to assimilate the content without difficulty.

## **Space**

To me "space" is the most important tool in a design. You can fill it, leave it, place it or make an eye follow it. Space is the one design element that should not be noticed, unless you intend it to be noticed.

Deliberate spacing management will make your design work for you.

## **Printing**

How are you going to print your piece? Standard ink jet home printers don't print well on coated paper. If you plan to print on uncoated paper be prepared to have your design look flat. If it's an informational one colour piece, that works. Ink cartridges tend to have small amounts of ink and they can be expensive.

In the long run, I suggest using a professional print shop like staples, Vista Print, Kwik Kopy or UPS Store. I find Vista Print the most economical and have a look at all the different items they print. You might find some inspiration there.

## **Social Media**

Make your design social media friendly. Your design should be shareable and easily read. Remember that the program will reduce your pixel count. Maximize your size and colours by saving your design as a RBG Jpeg. That way you can use the same image for your website too!