

Design Grids

Part of the
Communications Basics Series

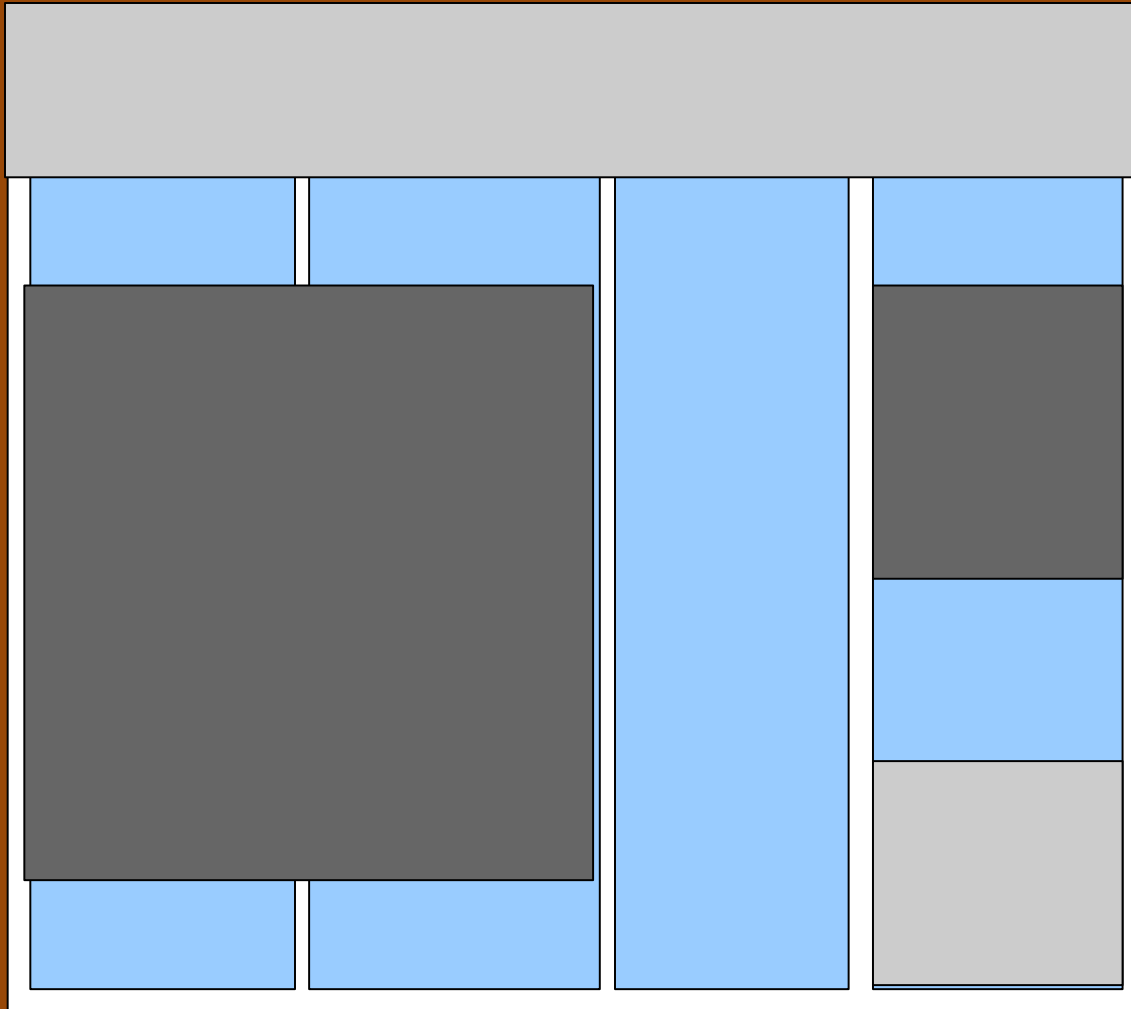


Layout Grids

- Grids help the eye easily move from one element to the next.
- Grids help the brain organize and provide an “aahhhh” effect.
- Grids also make it easy to design because you don’t have to decide where to place elements.
- It is okay to go off-grid for a good reason, you don’t want to be too anonymous.



Layout Grids



Format

Regardless of its size, a newsletter consists of distinct parts:

- Nameplate (also called the banner)
- Masthead
- Headlines (and subheads)
- Body copy
- Graphics and/or photographs
- Advertising

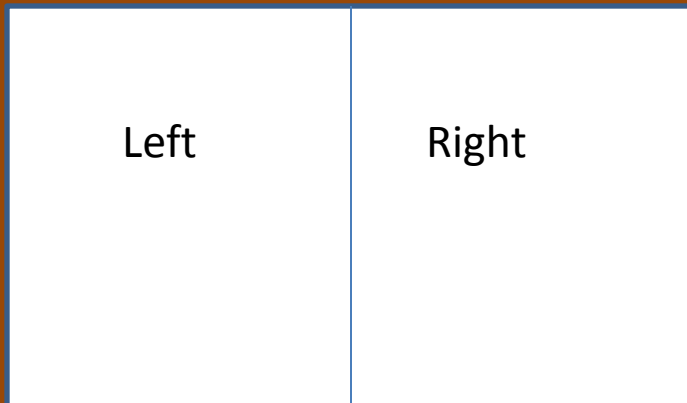
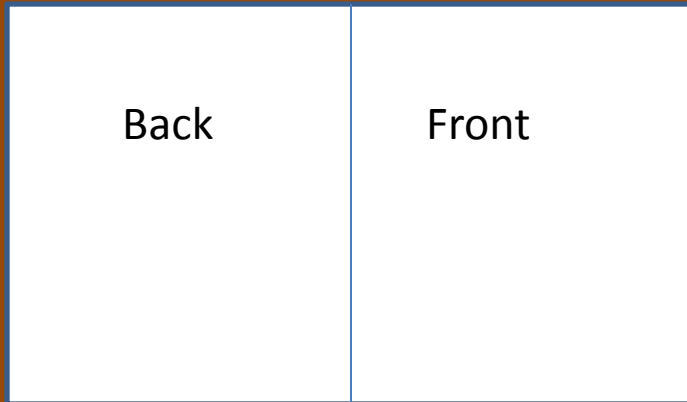


Format

- Have a table of contents.
- Use headlines to draw in readers.
- Use front page articles to draw in readers.
- Use at least one graphic per page. Use image editing software to sharpen images.
- Create an easy-to-read design.
- Write to express, not impress.



Sunday Bulletin Design



- 25% of your bulletin is used for the front cover.
- Can you include more than a graphic on the cover? Can you include contact information or important notes?



Sunday Bulletin Design (cont'd)

Inside left	Back	Front
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Left	Middle	Right
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- 17% of your bulletin is used for the front cover.
- Even allowing for more gutters, you have more room for text.
- Inserts must now be smaller.



Cover Options

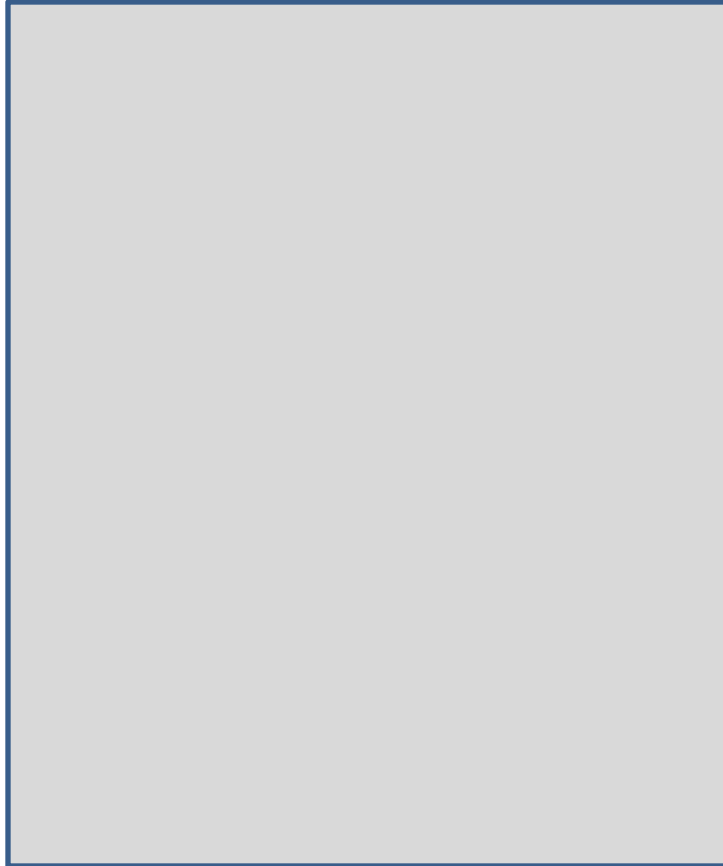
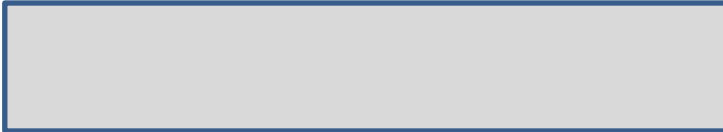
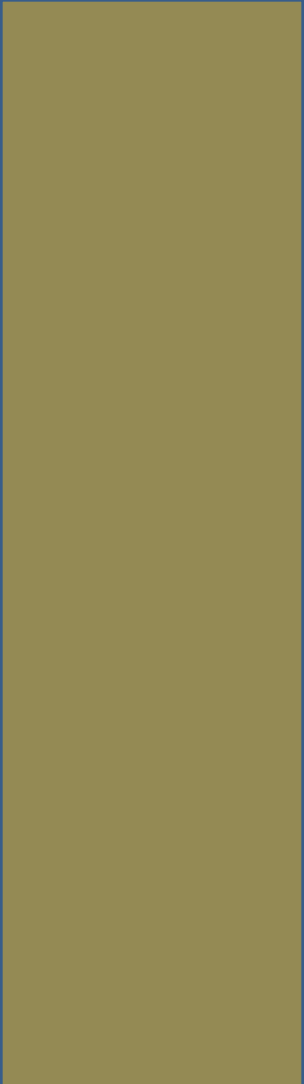
- Static Cover
 - This is a great place for your contact information and vision or mission statement.
- Dynamic Cover
 - Use imagery that supports the Sunday message
 - Use common elements or the same image for messages in a series.
 - Common elements can be the same design in a different color.
 - Common elements can be jigsaw pieces of a larger puzzle.
 - Make sure to include the series title.

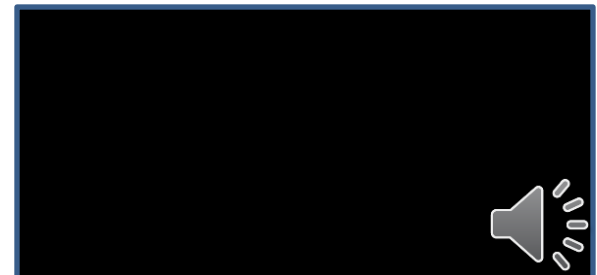
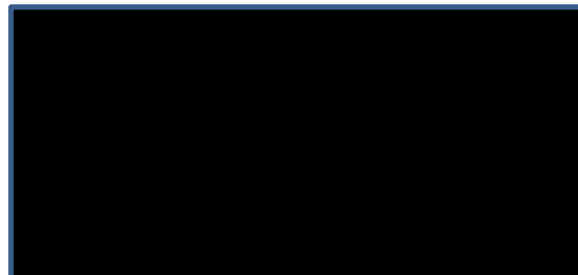
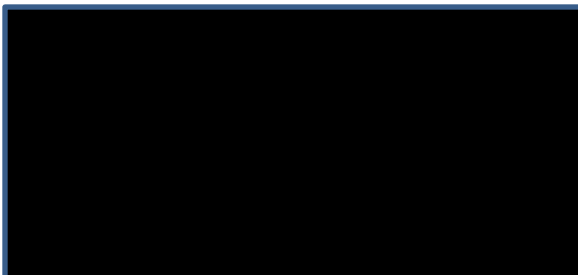
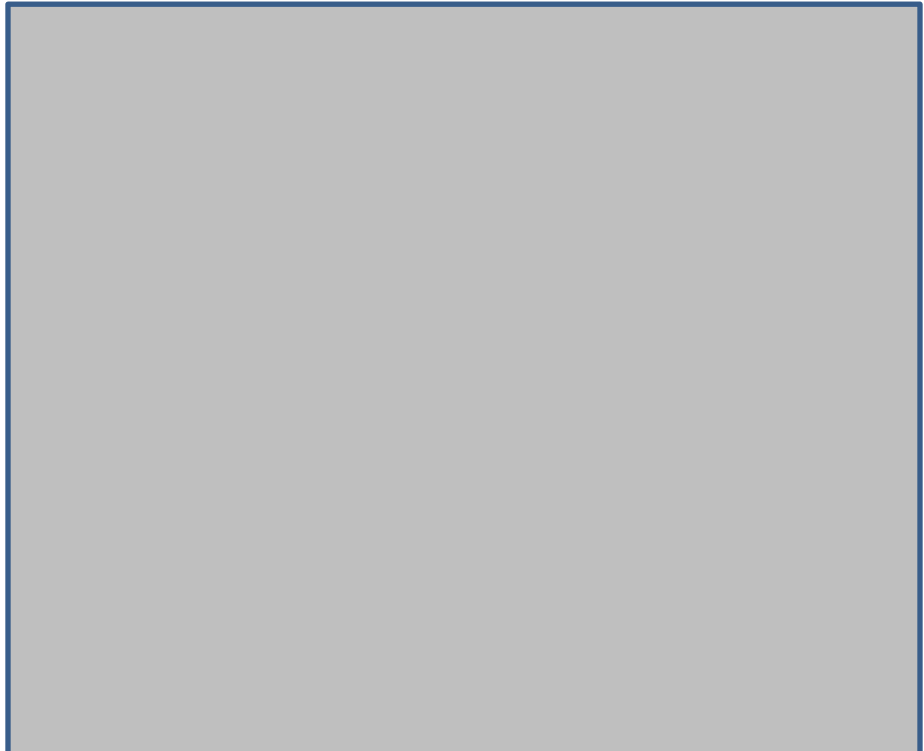


Web Sites

- The same concepts apply to web site pages.
- You will want a different grid for different types of pages
 - Home page
 - News pagers
 - List pages – calendar, contact, etc.







Visual Focus

- Use headlines and pictures to draw attention.
- Visual cues
 - Shape
 - Size
 - Color and contrast
- Use white space to separate elements and reduce the grayness of the page.



Graphics

- Photographs support the story.
 - Crop
 - Reduce background clutter.
 - Include action, avoid portraits.
- Only use clip art when you don't have a photograph.



Branding

- Borrow from your logo, church building, and other identifiable branding elements.
- Consistent use of typefaces and placement of elements.



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EPC Community - EPC.SocialGo.com

Slides - www.EPC.org/CEC/EPC-Communicators

