WHAT IS PRINT MEDIA

Print Media is a means of mass communication in the form of printed publications. It includes magazines, newspapers, books, circulars, journals, pamphlets, posters, flyers, and newsletters. Print Media is an incredibly important part of the marketing mix and can help organizations to engage their target audiences and extend their reach. The reality is that your Rotary club will likely not create all of these types of print media, but may use flyers or pamphlets as part of your advertising campaign.

DESIGNING PRINT AND DIGITAL MEDIA

You are planning an event. You promote your event on your social media sites and your website. You have an email campaign as well. You also create flyers to distribute throughout the community.

The look of everything you produce and distribute has an impact of how the public views your organization. All materials should look professional and be branded to clearly identify the organization. This month's newsletter will largely focus on the design of media to distribute through flyers and social media.

A GOOD "BAD EXAMPLE"

The example you see on here is an ineffective flyer. The text is too crowded and the viewer is confused where to look. The colours clash with each other and there is nothing to draw the viewer in for a closer look. If your flyers look a little bit like this, keep reading this newsletter to find out how to improved your design.

PRINT MEDIA

FLYERS AS AN EFFECTIVE ADVERTISING TOOL

First, let's get the terms straight. Are you creating a poster or a flyer for an event? **Posters** tend to be fairly large and professionally printed, and almost always feature an illustration, while **flyers** (also known as miniposters) are usually 8 ½" x 11" or so, might be simply photocopied or e-mailed, and often rely on few words and simple graphics to get their point across.

Flyers are one of the oldest, most foolproof advertising tools in the book. They can be pinned almost anywhere pedestrians go, making them both convenient and effective. But are flyers still effective in 2020?

The answer that many business owners, entrepreneurs, and marketers have come up with is: yes, **but they need to be good flyers.** The best poster design is ultimately, a piece of art that generates a desired response.

A well thought out, well-designed flyer should be:

- Eye-catching–enough to make people stop and take an interest in reading it. It should draw the viewer in for a closer look.

- Succinct yet informative–people should know what the flyer is advertising and where they can find out more. Don't crowd the flyer with too much text. Instead, provide a link to a website where more information can be found.

- Compelling–the flyer should get people excited about your service or event.
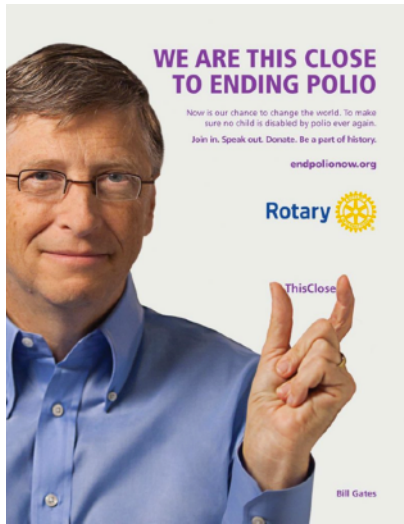
IDEA FOR FLYERS FROM THE NEEPAWA CLUB

Ron Nordstrom - Public Image - Neepawa

Why use stock photos for your flyers? Create your flyers with images of your Rotarians or your members doing good in the community.

Recognize this guy on the left? We could have used the Bill Gates poster to promote our End Polio Now event. Instead we took a picture of each of our Rotarians, created a similar looking poster, and placed them up around town.

Each new poster drew the viewer in to see the different person. From a distance they might think, "What's Murray Newton doing on a poster? Is it a wanted poster?" The public also had a chance to learn who in the community were Rotary members.
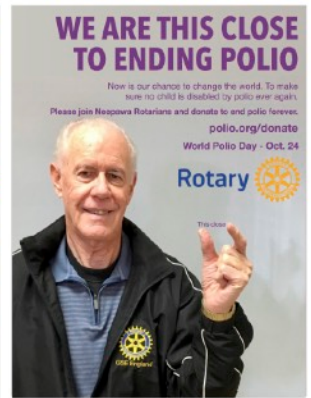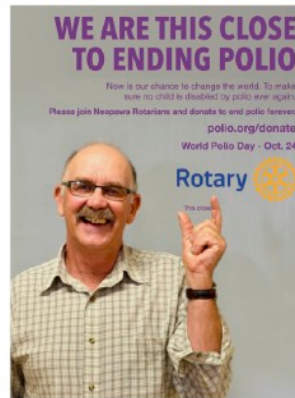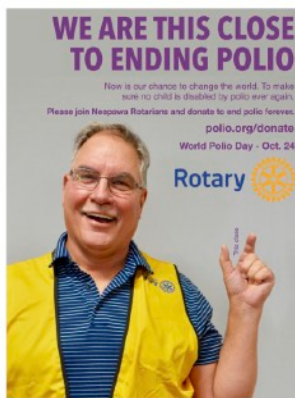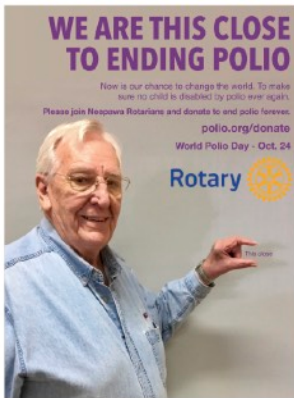
The poster on the left featured Neepawa Rotarians connecting with our youth in the community. It was used at a Registration night where parents came out to register their kids for day camp, soccer, baseball, swimming, etc. Rotary set up a table and promoted our causes using posters, pamphlets, and a looping slideshow.

https://talkingrotary.org/

PUBLIC IMAGE ONLINE WORKSHOP

NOVEMBER 21 9:00 am - 12:00 pm

- Keynote Speaker - Mary Lou Harrison - How to Talk About Rotary
- Jenna Raimbault (Regina Eastview) - Connecting with Your Community
- Ron Nordstrom (Neepawa) - Using PowerPoint Effectively

LEARN MORE

HOW TO MAKE AN EVENT FLYER (see image on the right)

1. Start with an interesting background image or color.

2. Use a large and bold font for your event title. This is usually in all caps.

3. Add some embellishments to the title to make it pop. The use of two colours can create interest or emphasize certain words.

4. Add the date, location and time of the event.

5. Include a simple call to action.

6. Describe your event or why people should attend.

7. Make sure you add your logo and brand colors.

TIPS TO CREATE YOUR OWN FLYER

If your organization's idea of flyer design still involves Microsoft Word templates or clipart, the marketing materials you are producing are pretty much guaranteed to be less than ideal. So, what's the solution?

It is recommended you learn to design your own flyer using industry best practices and techniques. Look at plenty of flyer examples to get some ideas for how to approach your design.

1. Use a high resolution image.

2. Create an impactful headline, usually ALL CAPS no more than two fonts and colours.

3. Swap a letter with an icon, illustration, or graphic.

4. Add flair with design elements - Add simple shapes in bright colours or angle your text to liven up the layout. Use brand colours when possible.

5. Try some design variations. Sometimes a light background is best, other times a dark background is appropriate. Try landscape or square for something different and noticeable.

Fitness Lifestyle

GRAND OPENING

Thursday, October 18th / 9:00AM
45 Delmar Rd., Pittsburgh, PA

Book a tour today:
1-412-465-1270

WHAT WE OFFER

- PERSONAL TRAINING
- WEIGHT TRAINING
- DAILY FITNESS CLASSES
- TIME MANAGEMENT
- DIET NUTRITION
- TIPS & TRICKS

As you settle into an active lifestyle, you'll want to learn which fitness routine will give you the most energy and best results.

The key is learning to listen to your body and balance what feels right and good for you. Meet our fitness trainers and class instructors on our Grand Opening to discuss and learn more!

6. Pick a creative poster idea that reflects the theme. A fun font and colourful palette would not have the desired effect for a formal event.

7. Divide your flyer into sections using boxes to organize the information. For example, you could have one box for the title, one box for the event details, and a box with a description of the event. Make sure the information is easy to find and consume.

8. Include a visual gag or pun, it never hurt anyone. If your creative flyer idea can cause an emotional reaction, people are likely going to remember it. You want your flyer to be memorable.

9. Leave negative space so your flyer design doesn't look cluttered. Negative space is the empty space between elements on the page. When you try to pack too many visuals into one page, it's easy for your design to become cluttered and hard to read.
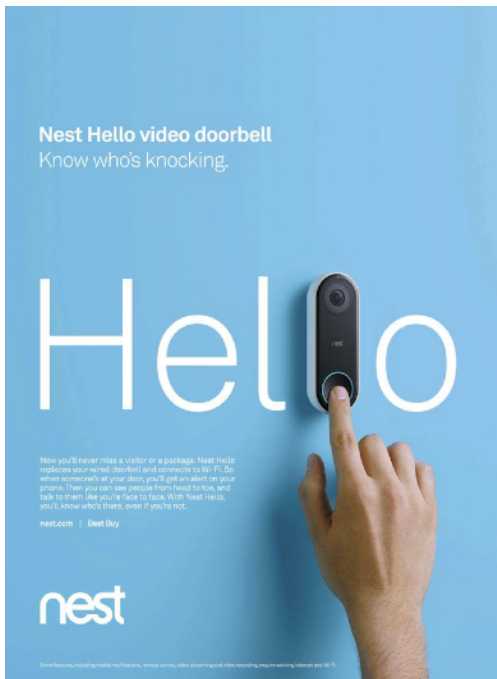
The larger text with an unusual gadget draws the viewer closer to find out more detail. Flyer is uncluttered with lots of negative space.

A minimalist example, this is elegant in its simplicity. The bright background is eye catching, the message simple. Eyes are drawn to the text framed in black. Effective use of negative space.

The large graphic looks fun. The word drink is highlighted in a different colour to make it stand out. The viewer is drawn in to find out the details.

By using unconventional margins, this flyer is different. The two contrasting colours keep the design simple while the large text with the bright yellow background is eye catching. The details are presented in blocks of text that lead from the most important to the least important detail.

This flyer uses a bold background with icons of plastic items creating a dolphin. The word plastic is duplicated and makes the viewer curious about the contents of the flyer. Anything that is unusual is eye catching. Icons arranged in shapes is one way to achieve this.

This flyer uses leading lines to draw the view to the text in the centre. A call to action in the form of a website is the next text you notice. Sometimes providing just a few details and giving a website for more information is appropriate.

Large text on a contrasting background draws the viewer's interest. Branding is promoted through the logo and the use of brand colours. Text is well organized into blocks.

This flyer does a good job of targeting its audience, runners. By using a runner print with event details, mostly runners will take a closer look at the details. Logo and colours are true to the brand.

Great example of using branded colours. Even though there is a lot of information on this flyer, it is organized into blocks for easy reading. Putting objects or text on angles is a way of doing something different to try make a memorable impression.

Themed icons are arranged in an interesting shape. The event title is emphasized by using large, bold, and two toned text. Details are arranged in blocks. Organization branding is evident in the logo and colour choices.

Bold title on a contrasting background make this event flyer pop out. Branding is evident and details are easy to find and read.

Rotarians might see this image and know immediately this was a polio campaign. Non Rotarians would be drawn in by the unusual image and look closer to see what is happening. Lots of text in easy to read blocks.

Here is an example of two flyers with the same information arranged differently. Don't settle on your original design. Use the same content to create a few examples and see which one pops out to the viewer. In both examples the unusual picture will draw the viewer in. The date is highlighted with a bold contrasting colour. Details are in blocks of text with adequate white space.

Even though there is no picture on this flyer, the large text is arranged in the shape of a picture and draws your eye to the event title and date.

OPTIMIZE YOUR FLYER FOR DIGITAL OR SOCIAL MEDIA

There are fewer restraints when designing a flyer for web than for print. This is a great opportunity to do something really fun with your design. Still, there are some guidelines you should follow.

First, don't just place your flyer on social media. It is designed to view properly at 8.5 x 11 inches. Your social media flyer will be much smaller and have less information than your print flyer. Include your most important information in the flyer, the details can be in the text of the post.

If you want your flyer to look really good on social media, size it for the specific platform you're promoting it on. You may want to make a couple of different versions of your poster for different platforms.

Remember, a square or portrait orientation looks best for mobile viewing. People are used to scrolling up and down on mobile, rather than side to side.

These are the ideal dimensions for each of the big social media platforms:

- **Facebook**: 1200 x 628, or 1200 x 1200 for square
- **Twitter**: 1024 x 512
- **Instagram**: 1080 x 1080, or 1080 x 1350 for portrait
- **Pinterest**: You have more wiggle room here for length, but try to use a ratio of 2:3 to 1:3.5.

If you're promoting your event on Twitter or Facebook, banners generally fit better on their news-feeds. In that case, landscape orientation is fine.

The two examples below are best for social media. They have fewer details and are either square or portrait orientation which are better for viewing on a phone

CANVA - AN ONLINE DESIGN TOOL

There are online tools that can help you create an effective professional looking flyer. One of the most popular is Canva. Canva is a graphic design platform that allows users to create social media graphics, presentations, posters, documents and other visual content. Users can choose from many professional designed templates, and edit the designs and upload their own photos through a drag and drop interface. The platform is free to use but offers paid subscriptions like Canva Pro and Canva for Enterprise for additional functionality.

Once you have created an account and are logged into CANVA, click on templates to choose the project you want to create.
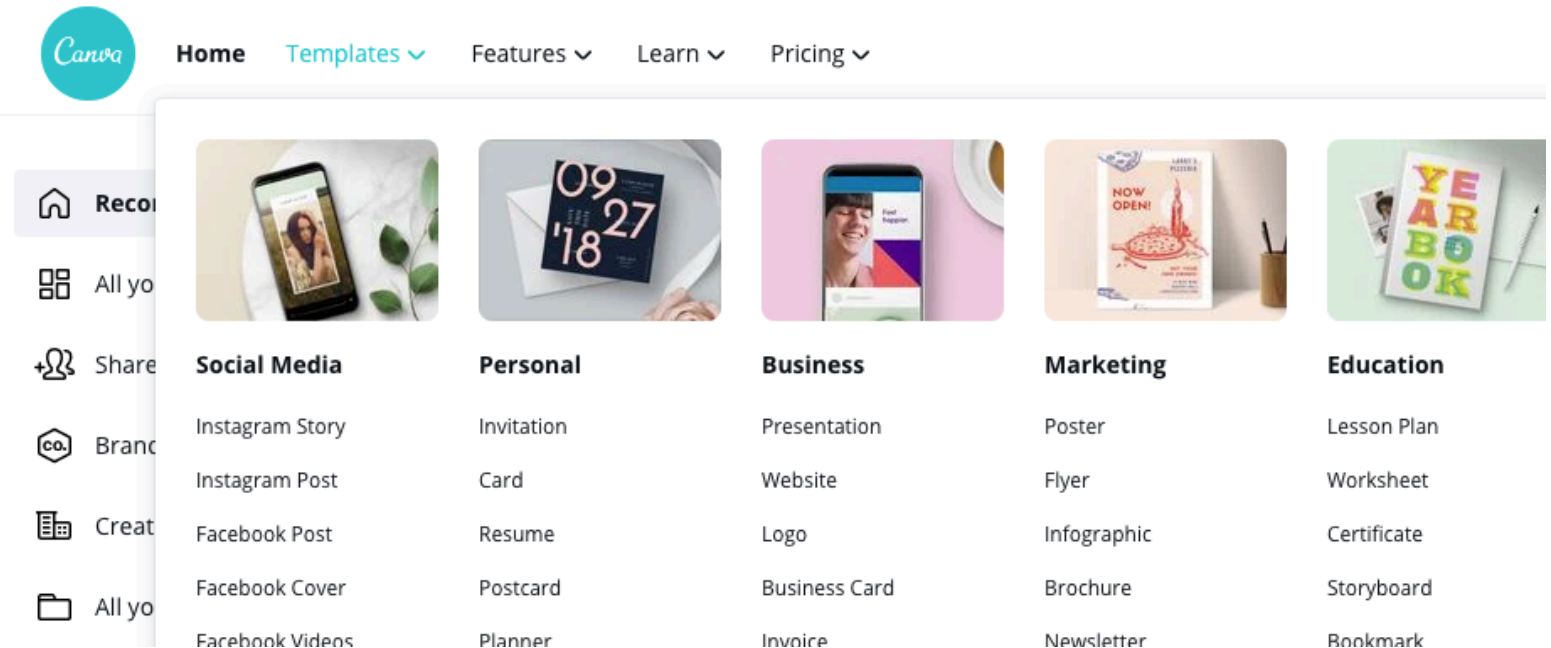
Choose a template then start editing the content with the menu at the far left. Upload you own images, add elements, change text and background. Once you are finished, hit the download icon and choose your format.