All organizations, no matter what size or stage in their development, will need to create promotional material;

- To tell people who they are,
- What they do, and
- To promote their activities.

They will also want this material to look professional, competent and attractive.
Guide to Good Design

Good design should be;

1. Eye-catching.
2. Attractive.
3. Communicate information effectively & economically.
Characteristics of Good Design

The basic characteristic of all good design for posters, flyers, advertisements and leaflets are;
1. **BALANCE** – make sure that there is enough white space, and that the layout is even, symmetrical, and well proportioned.
2. A good design will also achieve **MOVEMENT** – encouraging the reader to move from one point to another.
3. Good use of color, size of text and font type will help to make the most important elements stand out.
Elements in Layout

1. Heading/Headline.
2. Subheading.
3. Copy.
4. Illustration.
5. Image captions and credits.
1. **Heading/Headline**

1. Place the title at the top, usually in large and bold type.
2. Use as few words as possible so that it can be read quickly to grab the reader’s interest.
2. Subheading

1. Below the heading, create a short, detailed caption that summarizes the most important information.
2. Set this in smaller or lighter type.
3. Include the important points and the name of the organization as this is far more likely to be read than the rest of the text.
3. Copy

1. This is the text and wording containing the main information (5W/H).
2. Choose a font type that is easy to read. Serif fonts (with little ‘feet’ or ‘serifs’) such as Times New Roman are generally easier to read in the body of the text.
3. Sans serif fonts (without ‘serifs’) like Arial or Tahoma are best used in headings and captions for emphasis.
4. Use upper and lower case type throughout → ALL UPPER CASE TYPE IS MORE DIFFICULT TO READ.
4. Illustration

1. This is the main image → a photograph/drawing/digital image.
2. Choose something clear, bold and appealing → an image is likely to be the first thing that catches aye’s attention.
3. Think from viewer’s perspective → what would get them interested.
5. Image Captions & Credits

Set this in smaller type, generally set alongside a particular illustration or to one edge.

6. Logo

This is the symbol for the organization or event. Organization must have one OR need to design and get one.