

Promo Design Guidelines

leadership.quick tips

Promo Design
Guidelines

"Creativity is allowing yourself to make mistakes. Design is knowing which ones to keep."

-Scott Admas

StudentLeadership

CONNECT • LEARN • GROW
University Activities

www.uwp.edu

University Activities Office
L104, 595-2278

Keyword: university activities



Leadership
Quick
TIPS

CONNECT • LEARN • GROW

Grabbing Readers' Attention

Draw the reader's attention to important elements by contrasting size, color, and page position.

Use large, bold display type and/or graphics for the creation of focus.

Grab the reader's attention with headlines.

Crop an image in an unusual way.

Tilt an image or a block of type at an angle.

Color can be used to:

- Highlight important elements.
- Attract the eye.
- Signal the reader where to look first.
- Create an image or a mood.
- Tie a layout together & organize.
- Group elements together.
- Provoke emotion.

The Psychology of Color

Reds—Energy, Passion, Power, Excitement

Oranges—Happy, Confident, Creative, Adventurous

Yellows—Wisdom, Playful, Satisfying, Optimistic

Greens—Health, Regeneration, Contentment, Harmony

Blues—Honesty, Integrity, Trustworthiness

Violets—Regal, Mystic, Beauty, Inspiration

Browns—Easiness, Passivity

General Design Guidelines

Remember, "I like it.." is not a reason to include it in your design. Get feedback from others.

Keep it simple.

Remember, the design is intended to help clarify and support the content.

White space (the absence of text and graphics) is vital to design. The key is to add just enough white space so the eye knows where to go and can rest a bit when it gets there.

Proofread.

Double check all posters to make sure they include:

Date, Time, Place & Sponsored By



10 Design Rules to Keep in Mind

1. Communicate — don't decorate.
2. Speak with a visual voice.
3. Use two typeface families maximum. OK, maybe three.
4. Pick colors on purpose.
5. If you can do it with less, then do it.
6. Negative space is magical — create it, don't just fill it up!
7. Treat the type as image, as though it's just as important.
8. Be universal; remember that it's not about you.
9. Be decisive. Do it on purpose — or don't do it at all.
10. Symmetry is the ultimate evil.

