

Don't Play Yourself... Learn to Design

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Type of Event you are marketing?

- Meeting
- Movie
- Dance
 - Formal
 - Informal
- Conference
- Educational Program
- Large Scale Program
- Small Scale Program
- Social Outing
- Special Guest Speaker
- Ted Talk
- Party
- What are some other types of events?



Graphic Design Tips

- Make Designs that will include one of the following:
 - Easy
 - Mysterious
 - Controversial
 - Public
 - Regular
 - Current
 - Funny
 - Counter-intuitive

Color- What does it indicate?

- Red- Most Emotionally Intense Color
- Blue- Peace, Tranquil
- Green- Calming & refreshing
- Yellow- Attention Getter, Enhances concentration
- Purple- Royalty, luxury, wealth, & sophistication
- Brown- Genuineness, sad, wistful
- Variants of Colors

Font Types

- Sans Serif- Without serifs
 - Ex. Ariel, Tahoma, *Comic Sans*, etc.
 - Good For Titles and Headlines
- Serif- Tails on the ends of words
 - Ex. Times Roman, Courier, etc.
 - Good for Text
- Artistic
 - Ex. *Joker*man, *Bevie*, etc.
 - Good For Headlines



SERIF



SANS-SERIF

Using Images

- Use Royalty Free
- Vector or PNG
- Make sure the size of the image is large to crop and so that images are not pixelated
- Make sure that images are higher resolutions
- When editing make sure not to
 - Use pixelated photos
 - Overcrowdwithwords- Use blank space
 - Don't Stretch Photos

Places to
get
images

Google.com

Yahoo.com

iStockphoto.com

Make your
advertisement
memorable

- Simple
- Unexpectedness
- Concrete
- Credible
- Emotional
- Story

Not Just Wild
Thoughts!! ...
Places to get
ideas for
advertising



Magazines

Pinterest/ Online Interest Sites

Other Organizations

Canva.com

Music Videos

Album Covers

Other Ideas- Where do you get ideas and inspiration?



Social Media

Instagram
Facebook
Snapchat
GroupMe
Twitter



Electronic

Infographs
Emails
Reminders on Outlook or
Gmail
Event Calendars



Odd Locations

Bathroom Stall Advertising
Floor Advertisements
Sheet Advertisements
Canvas Advertisements
Napkin Holders in the Dining Hall
Mirror Advertisements



Fliers

Post Cards Size (4x6 or 5x7)
Tabloid (11x17)
Paper (8.5x11)
Legal (8.5x14)

Types of
Advertising/
Where to put
Advertising...
there is not
“only one”



What needs to be on the publicity?



Date



Time



Location



What type of event is it?

Meeting
Program
Event



Gimmick



A couple items to be covered



Is it legible?



Is it over-crowded with photos/info?



You probably see many posters and flyers around campus that begin to look the same. Creativity is the answer!



Fancy and elaborate publicity is not generally necessary in a residence hall.



It is more important to be creative in the way the program is advertised.

It's a No Brainer

Creating the perfect event flyer

- Utilize paper, markers, scissors.

KEEP IN MIND

- Thinking outside the box
- Don't limit yourself to paper (But we are using it to create masterpieces for right now)
- What really needs to be on the flyer/what is excessive?
- Think about date/time/location
- Food costs money...what else can you do to entice your attendees?

Publicity Activity



You are going to create a program flier for Justin Bieber, Chance the Rapper, Quavo, and DJ Khaled's Performance on campus. They are coming on March 26th.

Tickets cost \$25 a person, it's being held in Manuel Riviera Gym



You decide what will happen and how to entice your guests to attend

Activity:
Advertising
outside of
8x11

Publicity Creative Ideas

Some publicity ideas that have been used successfully are:

- A note about a program placed in a bottle hung in the shower.
- Logos or buttons worn by residents, carrying the time, date, and place of the program.
- Notes on the cafeteria line or in the napkin holders
- Flyers in the floor restrooms, on the back of urinals and on the mirrors.
- Bookmarks left in the library with event information or website information.
- Umbrellas in backpacks on days there are events for your organization or office

“Major Key” Checklist



Be sure the following
are completed and in
order for your
program
advertisement:

1. Get the who, what, when , where , and why on the poster
2. Play around with colors and structure of word texts
3. Have someone look over the finalized ad
4. Get approval to post ad in various places on campus
- 5. Advertise!

Create your
Flier for your
program
from
Program in
the Bag

Finally...

**During the program
remember to:**

- Give brief intro of speaker (if needed)
- Facilitate and direct the discussion (if needed)
- Participate, relax and enjoy the program

**After the program
remember to:**

- Once the program has concluded, evaluate what has happened. Fill out the evaluation form.
- Follow-up with all those involved in the programming process.
- (If applicable) Thank you notes should be sent to the presenter as well as anyone who gave special effort. This insures continued participation