

Crusade Flyer

1. An advertising piece has two objectives and two objectives only: a) To get itself picked up and read and b) to sell.

2. The flyer has two areas of “Main Interest.” The heading & the daily topics

We decided that the Outreach Crusade was the main area of interest and therefore combined the name of the presiding person & group with the title — giving them more prominence.

3. The designer has used 5 or 6 font families.

We have used only two. Here is where it comes in handy to use *professional* layout programs or to know well the hidden capabilities of such programs as MS Publisher. MS Publisher is capable of doing the condensing of type that we have done, but it is buried.

4. The banner clip art top and bottom has no real purpose except to take up space.

Instead, We have used a “scroll” border because there is not much copy. There are several ways to take up space. It is not necessary or always advisable to use a border.

5. The location has too much importance.

Now they could have said: The Altadena Seventh-Day Adventist Church presents ..., giving the location importance instead of using “Here is Your Personal Invitation.”

6. Speaking of the beginning, the words “Here is” are extraneous.

We have put the words “Your Personal Invitation” at an angle and in a font that one might see on the front of a folded invitation. Another reason for putting it at an angle and stacking it is that it takes up an appropriate amount of room so we can put the object of interest in large letters and at approximately the “visual center” of the page, which is 3/5 from the bottom of the page.

7. We are not sure what “Weekly Topics” means. Clearly the topics shown are daily topics.

It could be that this was created from a previous flyer and the words weren’t changed. This is a real danger and must be looked at. This is another reason to have the flyer prepared by a professional. Not that the professional wouldn’t miss this also, but the client usually notices it. Therefore, if you are doing this yourself, pass it by a “critical” eye before you make copies. We have said that “Weekly Topics” are available at the church. Before putting these exact words in the flyer, we would have phoned our client to find out if this were true.

8. Why use “Every Night except Thursday 7:00 PM Sharp!” The only necessary information is the time.

If the designer wanted to remind people that Thursday is dark, notification should be under the time and smaller. Please note that Thursday is listed in the program with the note “No Meeting” in the original flyer and “Dark - No Meeting” in ours.