WELCOME
How To Not Put an Eye Out With Your Next Flyer Design
How To Get People To Show Up To This Really awesome Event that I poured My Heart Into so That We can be BFF’s For Eva’
For eva, eva...for eva eva
All you need is a Pretty Flyer, right?
What is Graphic Design?
MANIPULATION OF THE EYE
What is a Good Design?
SHOWS THE IMPORTANCE OF THINGS
SHOWS THE IMPORTANCE OF THINGS
HELP THE VIEWER NAVIGATE & DIGEST INFORMATION EASILY
SHOWS THE IMPORTANCE OF THINGS HELP THE VIEWER NAVIGATE & DIGEST INFORMATION EASILY CREATES CONTRAST BETWEEN VISUAL ELEMENTS IN A DESIGN
SHOWS THE IMPORTANCE OF THINGS
HELP THE VIEWER NAVIGATE & DIGEST INFORMATION EASILY
CREATE CONTRAST BETWEEN VISUAL ELEMENTS IN A DESIGN
MAKING A COMPLEX IDEAS/INFO SIMPLE
Wow That’s An Awesome Poster...or Wow!
Wow! She’s REALLY good at Graphic Design!
Wow! You told my eye where to look first.
HIERARCHY OF DESIGN
EXAMPLES
Welcome to the Pennington Folk Music Festival

First Annual "Pennington" Hamfest

Indoor tables are available - FCPs
No fees to enter or setup
Food and drinks will be available

Princeton, KY
Fire Training Center
Exit 12 off WK PKWY
2001 HWY 62 WEST

June 2nd, '12 7:00 AM till noon

Princeton Ham Radio Club and Caldwell Co ARES
The Portage Center for the Arts Proudly Presents...

A Midsummer Night's Dream

by William Shakespeare

Directed by Patrick M. Strain

Nov. 11-13/18-20  7:30 p.m.
Nov. 14/21        2:00 p.m.

Box Office: 608.742.5655
Mon. - Fri. 1:30 - 5:30
http://portagearts.jvlnet.com
American Patriotic Comedy Tour
for
Mitchell-Soto-Talamo
Bergen Cty Freeholder-------- Cliffside Park Town Council
Professional
Dinner & Comedy Show
$ Fund-Raiser
Thursday Oct. 7, 2010
For Information & Reservations--Email: micheletalamo@aol.com

6:30pm Dinner followed by Professional Comedy Show
at Cafe Tivoli 533 Schaler Blvd Ridgefield NJ
Suggested Donation: $55
Paid for by SOTO-TALAMO 2010
FREE CONCERT

WHO:
The Van Buren Regulars
Questions Begged
The Green Water Gang

WHERE:
14th and Thomas, Phoenix AZ

WHEN:
August 21st, 2011 - 9pm

EVERYONE WILL BE THERE

ONE MORE THING
Saturdays
18th August

Heads & Hands

Summer Terrace Party

12pm onwards
Cargo, Shoreditch

Music Policy: Deep/Tech House

Facebook: Heads & Hands
WELCOME TO THE HAM RADIO SWAPMEET

FIRST ANNUAL "PENNINGTON" HAMFEST

INDOOR TABLES ARE AVAILABLE - FCPS
NO FEES TO ENTER OR SETUP
FOOD AND DRINKS WILL BE AVAILABLE

PRINCETON, KY FIRE TRAINING CENTER
EXIT 12 OFF WK PKWY
2001 HWY 62 WEST

JUNE 2nd, '12 7:00 AM till NOON

PRINCETON HAM RADIO CLUB AND CALDWELL CO ARES

Check out www.w4kbl.org
CQ CQ
CALLING ALL STATIONS
145.230
179.9 PL

Contact n4mht@mchsi.com

WALK-INS WELCOME
WE TESTING AT 9:00

SUNDAY 18TH AUGUST

SUMMER TERRACE PARTY

12PM ONWARDS
CARGO, SHOREDITCH
13-15 DITCHERY STREET, LONDON, EN1 3JF

MUSIC POLICY: DEEP/TECH HOUSE
FACEBOOK: HEADS & HANDS
FREE ENTRY

Heads & Hands
One of the Nation’s Most Affordable 4-Year Colleges!

Campus Tours Available Weekly
A Bold Commitment to Academic Excellence

You Belong Here

Apply Today

Run Boldly
LOOK HERE FIRST
LOOK HERE SECOND

And then look here if you’re a detail person. That’s it! You’re doing a wonderful job with this. Now, moving on.

SOMETHING IMPORTANT
Something Else Important
Something Else Much Less Important
I Imagine You Get the Point
But I Can Keep this Going...
No, Really...I Can.

Hey look! Here is more information that needs to be on the flyer but probably not as important as the other information.
SHORT HEADLINE
MORE DESCRIPTIVE SUB HEADLINE

Provide more detailed information in this section. Keep it precise and to the point. You only have a few seconds to capture attention of your audience.

DATE
TIME
LOCATION

SUPPORTING VISUAL

This section is great for information that needs to be on the flyer but maybe not as important as the information above. Use this space sparingly. This is not a place for information overload :)

DALTON STATE
Color
Contrast
SIZE
Grouping
FONT
White Space
IMAGES
What not to do
WHAT TO DO
WHAT NOT TO DO
WHAT TO DO
WHAT NOT TO DO
WHAT TO DO
PLATFORMS
Word Publisher
So What Words and Visuals Should I Be Putting On My Flyer?
GREAT MARKETING SIMPLY ARTICULATES THE MOVE FROM THE "BEFORE" STATE TO THE DESIRED "AFTER" STATE.
BEFORE

AFTER
Distance = Value
People Don’t “Buy” Products
People “Buy” Outcomes
So I designed this great flyer but no one showed up....
Start With Low Commitment Offers ➔ Medium Commitment ➔ All IN
Ask For Her # → Lunch Date → Marriage
Real World Examples

Choose a Traffic Source

Facebook  Twitter  LinkedIn  YouTube  Email Marketing  SEO  Blogging  Social Media  Ad Words
Expect most people to say “NO” On The First Exposure.
How Distracted Are We?
16-20
RINSE & REPEAT

CHOOSE A TRAFFIC SOURCE

FACEBOOK  TWITTER  LINKEDIN  YOUTUBE  EMAIL MARKETING  SEO  BLOGGING  SOCIAL MEDIA  AD WORDS
What if they still don’t show up?
You Got Problems
1) Awareness Problem
1) Awareness Problem
2) Offer Problem