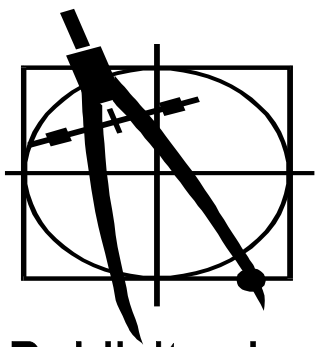


PUBLICITY

good publicity includes:

- 1 title of event**
- 2 brief description**
(if not a recognizable event)
- 3 date**
- 4 time**
(and end time if possible)
- 5 location**
- 6 admission fee**
- 7 sponsoring organization**
- 8 "for more info contact"**
(include necessary information)



Design Tips

Publicity should sell, educate, clarify, excite, and involve.

- 1** People won't look at your poster a long time. Make it eye catching and get your point across.
- 2** Look at what other publicity catches your eye on campus.
- 3** Use creative fonts! A great source of fonts that are free (shareware) is www.1001fonts.com
- 4** Avoid using too many fonts on a poster. 2-3 are sufficient. (Script fonts aren't intended for posters!)
- 5** To increase visibility of certain information, incorporate a black text box with a white font inside
- 6** Use clip art or images- people are more likely to remember images than words.
- 7** Add a border somewhere in your poster, it makes text stand out.
- 8** Use color if your budget allows (most organizations have print shop accounts).
- 9** Use color paper- this is supplied free in the Student Involvement Resource Room (Room 310) Campus Center
- 10** Test your poster before printing- put it up on a board and look at it from a distance. See how it strikes you!

Don't forget to remove your publicity after your event!