Remember

Don't Ramble:

Keep the articles and reports short and to the point

Use a multi-column layout.

Lines of text that stretch from one edge of the screen to the other are not only boring to look at, they're more difficult to read. (see Example 14)

Visual Cues

Make the most important visual the largest, as readers tend to associate size with importance.

Rules

Rules can be useful to separate columns of text. The smaller the gutter (space) between columns, the lighter (thinner) the rule should be.   (see Example 15)

Use Consistency, Conservation, Contrast to Improve Newsletter Design

Project a Consistent Design: Clean and consistent design is essential. Use only two or three typefaces and allow for plenty of white space. By the second or third publication you want the reader to instantly recognize the styling as your own.

Have you ever looked at a newsletter -- yours or someone else's -- and couldn't quite put your finger on what was wrong with the newsletter design? Look more closely. Does it appear haphazard, thrown together with each page having a different look? Is it cluttered with multiple fonts, photos, and unnecessary clip art? Do the pages appear gray and monotonous?

The first lesson of good newsletter design is to practice the 3Cs:

- Consistency

- Conservation (***Clutter-busting***) (see Example 16)

- Contrast

Rules

As with any design, these are not hard and fast rules.

<u>There is rarely only one way to do something.</u> These guidelines can turn a newsletter design into a more eye-pleasing publication. No newsletter can survive without good content but my goal was to present you with a way to present your content in an attractive, effective package.

Use members' names and faces. Most people love to see their names, their ideas, and their pictures in print. Include stories about, and letters from, satisfied customers but be sure to get permission before you publish.

Keep it simple. Good design makes your message more easily understood. Meaningless graphics, difficult to read text, too many fonts and visual elements on a page get between the reader and your message.

Proof read - spell check (see Example 17)

Proofread:

Your newsletter represents your chapter and should look professional and be as free as possible of typographical and grammatical errors.

What I see ?

- Photos not sized properly (see Example 18)

- Clutter

- Misuse of fonts (see Example 19)

- Searching for information (see Example 20)