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Graphic Design 101 for Marketing Professionals

Maine Marketing Association



visibleLOGIC

Graphic Design for Marketing Professionals

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Typography



Serif / Sans Serif

Serifs are the small endcaps on letters. Sans means without in French. Therefore, sans serif is without serifs. Serifs can aid in reading large areas of copy, especially in print. However, small serifs can look poor on low-resolution applications such as a web site, so a serif with thicker serifs like Georgia is better than Times.



Here is some sample text. It is set with the serif type face called Adobe Garamond. It is set in twelve points in size on a leading of fifteen points. Garamond is a classic, well-proportioned, high-quality serif typeface ideal for a wide-range of applications. Here is some sample text. It is set with the serif type face called Adobe Garamond. It is set in twelve points in size on a leading of fifteen points. Garamond is a classic, well-proportioned, high-quality serif typeface ideal for a wide-range of applications.

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Here is some sample text. It is set with the sans serif type face called Zurich. It is set in eleven points in size on a leading of fifteen points. Zurich is a classic, well-proportioned, high-quality sans serif typeface ideal for a wide-range of applications. Here is some sample text. It is set with the sans serif type face called Zurich. It is set in eleven points in size on a leading of fifteen points. Zurich is a classic, well-proportioned, high-quality sans serif typeface ideal for a wide-range of applications.

This sample text is set with the sans serif type face called Zurich. It is set in eleven points in size on a leading of fifteen points. Zurich is a classic, well-proportioned, high-quality sans serif typeface ideal for a wide-range of applications.

Examples of Serif and Sans Serif

This gives a sense of how different typefaces can look very different and have a different appeal. The serif face on the left would be great for a book where the type should be quiet. The sans serif type on the right might work better in a how-to document.



Times New Roman
ABCDEFGH abcdefg

Georgia
ABCDEFGH abcdefg

Adobe Garamond
ABCDEFGH abcdefg

Courier
ABCDEFGH abcdefg

Minion
ABCDEFGH abcdefg

Mrs Eaves
ABCDEFGH abcdefg

Arial
ABCDEFGH abcdefg

Helvetica
ABCDEFGH abcdefg

Verdana
ABCDEFGH abcdefg

Geneva
ABCDEFGH abcdefg

Zurich
ABCDEFGH abcdefg

Zurich Condensed
ABCDEFGH abcdefg

Serif / Sans Serif Examples

There are high-quality and low-quality examples of each style of typeface. Some have been built for specific applications.



72 points = 1"



Type Size

Points are a unit of measure, where 72 points is approximately 1 inch. But in reality, it is not always exact.



Leading is the space between lines of type. It was given its name because of the metal lead that used to be put between the horizontal lines of type to spread it out. Therefore, it is pronounced to rhyme with bedding, rather than reading.

24 points

— This type is set in 18 point Mrs. Eaves with a leading of 24
— point. Leading measurement is from the bottom of one line
to the bottom of the next, so is therefore always larger than
the point size of the type.

Leading

Leading is the space between lines of type, it is also called linespacing in some software programs.



Kerning: The space between individual letters.

Tearjerker

T	e	a	r	j	e	r	k	e	r
---	---	---	---	---	---	---	---	---	---

Kerning.

Kerning is the space between individual letters. Back in the days of metal type, a square of metal held each letterform which means they could not overlap like they do in digital typesetting. High-quality fonts come with built in kerning pairs such as “Te” that will automatically tighten the space whenever that type combination is used. Careful typesetting may involve manually kerning between letters. High-quality kerning can only be accomplished using the right software.



TRACKING

NO TRACKING

Tracking

Tracking is the adding of space between a larger group of type. Not individually like kerning. When setting something in all caps it is best to track out the type so it doesn't look like the letters are crashing together.



flower

flower

flower

Ligatures

There are certain kerned paired of letters that look best just merged together. Otherwise, they are crashing. This is really for smaller type. At large scale it can look strange and should be separated.



Adobe Garamond Regular

Adobe Garamond Italic

ADOBE GARAMOND EXPERT

Adobe Garamond Semibold

Adobe Garamond Italic

ADOBE GARAMOND SEMIBOLD EXPERT

Adobe Garamond Bold

Adobe Garamond Bold Italic

ADOBE GARAMOND TITLING CAPS

Numbers: $\frac{2}{3}$ $\frac{1}{4}$ $\frac{7}{8}$ $\frac{2}{3}$ $\frac{1}{3}$ $\frac{1}{4}$ $\frac{5}{8}$

Swashes & alternates: t t a a e Q e r a z c t n a r a n

Choose high quality fonts

If you are choosing a typeface that will have widespread applications, choose one with a large family. Some small ones don't even come with bold italic.



Legibility

Readability.

Legible is one thing, but readability is quite another. Legibility refers to letter-by-letter recognizability. Readability refers to how quickly and easily a larger paragraph of type can be read. Does it hurt your eyes, or is it a pleasant experience? If you are struggling, the typeface (or the type styling) are not a good choice.

This typeface is awkwardly wide and is also very heavy. It would need a lot of manual kerning to look good. Highly readable fonts have a quiet balance to them, and no excess thick or thin areas.

Some typefaces can have their readability improved by increasing the leading, increasing the type size, or judicious use of kerning. But sometimes that is not an option, for example if you need to fit a certain amount of content in a given area, or need to run a lot of text.

Leading

Leading is the space between lines of type, it is also called linespacing in some software programs.



Flush left, rag right

This type is set flush left. Flush left, rag right means the type is lined up on the left edge, but the right edge moves in or out depending on the words in the text. Because flush left text does not have to be adjusted to fill a line solidly, it can have a better look and be more readable than justified type.

You can also set type as flush right, rag left but it's not that readable. The reason it's not readable is because the point on the page where you start to read jumps around. This can make it more tiring to use. The only place in this presentation where I use flush right type is on the copyright information regarding the images.

Justified, no hyphens

This type is justified. With justified type, small adjustments to the letter spacing and word spacing need to be made so that each line of type fills out the column. Because of that, you usually have more hyphenated words. If you choose to limit the number of hyphens it is likely you'll end up with what is called "rivers". Rivers are white spaces that flow through the words, and can be distracting. In this column, I have turned off the hyphenation, so that you can see how gaps can occur.

It is sometimes this style of type is called left justified because the very last line of type will sit on the left (rather than stretched across, or centered, or flush right).

Justified, with hyphenation

This type is justified. With justified type, small adjustments to the letter spacing and word spacing need to be made so that each line of type fills out the column. Because of that, you usually have more hyphenated words. If you choose to limit the number of hyphens it is likely you'll end up with what is called "rivers". Rivers are white spaces that flow through the words, and can be distracting. In this column, I have turned off the hyphenation, so that you can see how gaps can occur.

It is sometimes this style of type is called left justified because the very last line of type will sit on the left (rather than stretched across, or centered, or flush right).

Leading

Leading is the space between lines of type, it is also called linespacing in some software programs.



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Tools



Use Professional Design Software:

YES



InDesign

Multi-page layouts, or one-page layouts. *Not for logos.*



Illustrator

Vector-based graphics such as logos, one-page layouts.



Photoshop

Photocorrection, web graphics. *Not for type or logos.* ("light" versions are OK)

NO



Word / Powerpoint

Writing copy, making presentations. *Not for press-ready work. Not the best way to prepare downloads for web either.*

Leading

Leading is the space between lines of type, it is also called linespacing in some software programs.



Why Not Use Word?

Type setting.

The same font set with the exact same specs will not look as good because the software cannot read all the information that is embedded in the typeface.

Control.

It is much more difficult to control the layout in these programs.

Not for offset printing.

They are not postscript compatible, so if you are creating printed piece you are much more likely to have problems with jaggy type, etc.

Leading

Leading is the space between lines of type, it is also called linespacing in some software programs.



Vector



Bitmap

Vector vs Bitmap image

The image on the left shows a vector-based image (Illustrator) that uses points and mathematical formulas which can be resized both larger and smaller. The image on the right shows a bitmap (Photoshop) image enlarged too much.

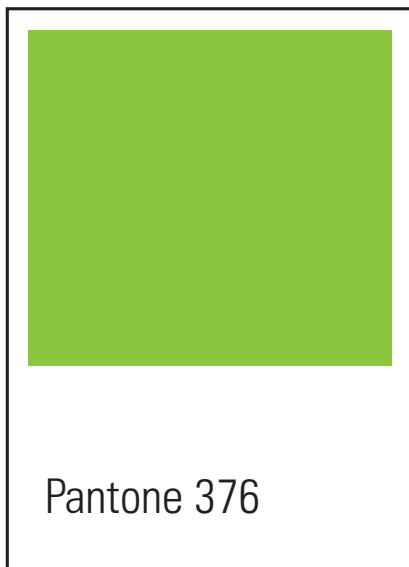


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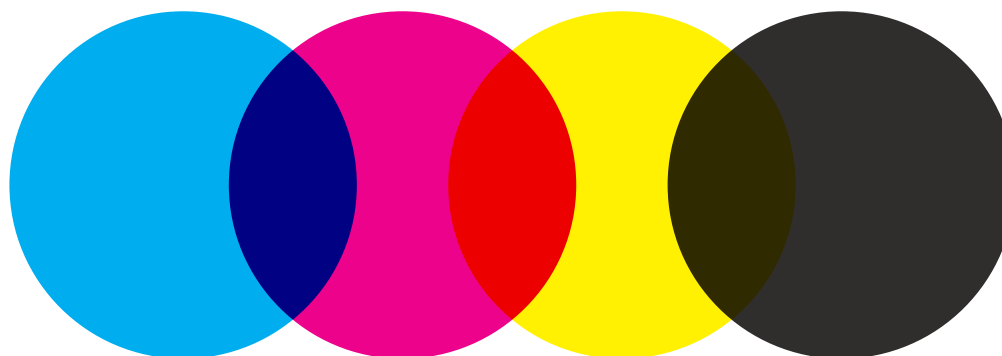
Color Systems



Visible Logic's green is: pms 376

PMS = Pantone Matching System

For print jobs that only require a couple of colors, you can select specific colors using the PMS system. This is like picking a paint for your walls: you choose a swatch, the color is pre-mixed, and then the ink is applied.



C=Cyan (blue), **M** = Magenta, **Y** = Yellow, **K** = Black

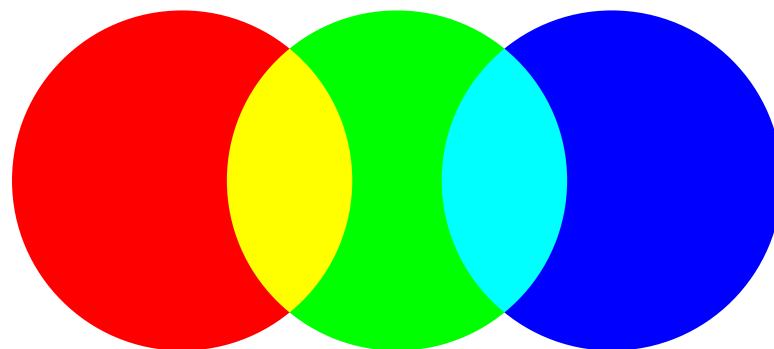
Visible Logic's green is: C50 / M0 / Y100 / K0

This means Cyan at 50% and Yellow at 100% and no Magenta or Black



CMYK, four-color process

CMYK is the standard full color process used in offset printing. Most digital printing (including your desktop inkjet printer) also use this system. These 4 colors when combined in different percentages can replicate nearly all the colors.



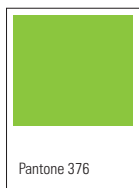
R=Red, **G** = Green, **B** = Blue

Visible Logic's green is: r140 / g198 / b63

This is also given a hexadecimal number of: 8cc63f

RGB = Red, Green, Blue

RGB is the color system used on computer monitors or videos. Web sites are designed using rgb color notation.



1–3 color print jobs

Can be more economical

Thin lines and type can print better

Some applications like silkscreening, embroidering or dye sublimation follow this same system



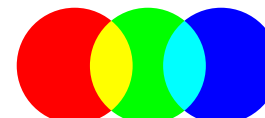
C=Cyan (blue), **M** = Magenta, **Y** = Yellow, **K** = Black

4 color print jobs

Can be just as economical, with more options

Necessary for printing photography or other full color imagery

Most digital and online print sources print 4-color only



R=Red, **G** = Green, **B** = Blue

rgb web projects

All monitors are rgb, so web files should be setup with rgb specs

You don't pay for more color

Choose the color system for your project and budget

As you build files, keep in mind the end production. While most files can easily convert from 4-color to rgb, there are some instances where the color suffers. It's harder to plan for a change from full color (cmyk or rgb) to the limited color palette of pantone colors.



VS.

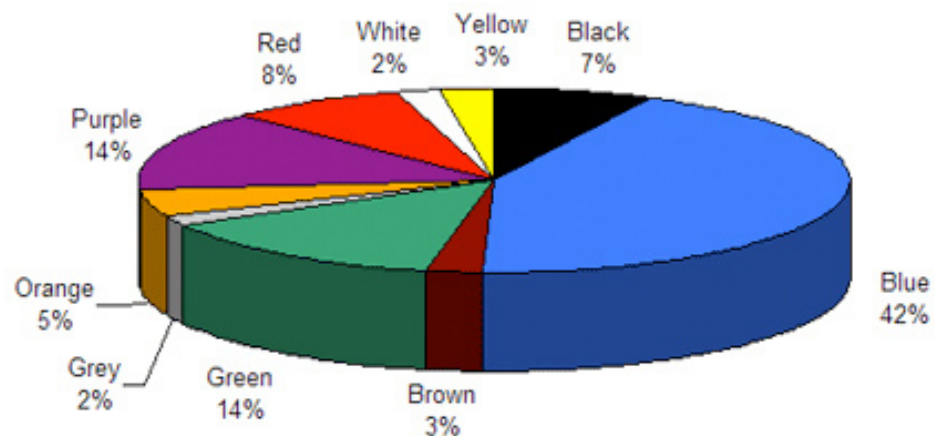


Don't be afraid of color.

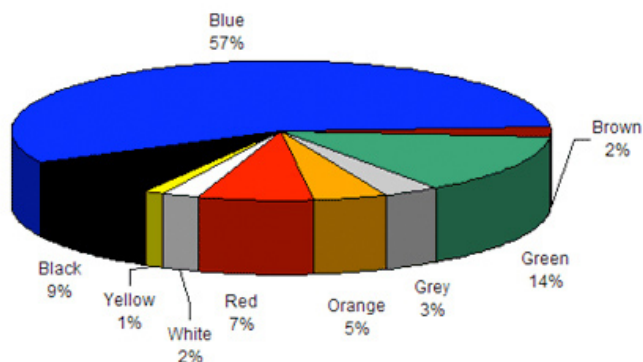
Americans don't use a lot of color: clothes are drab, houses and cars are dark or muted colors. Therefore we don't have a lot of experience and are not comfortable making decisions about color.



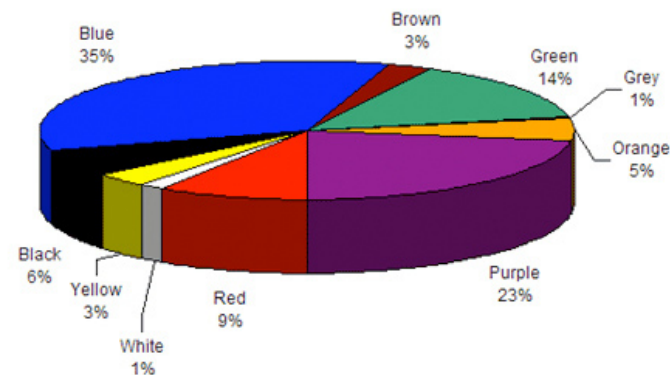
Favorite Color



Male - Favorite Color



Female - Favorite Color

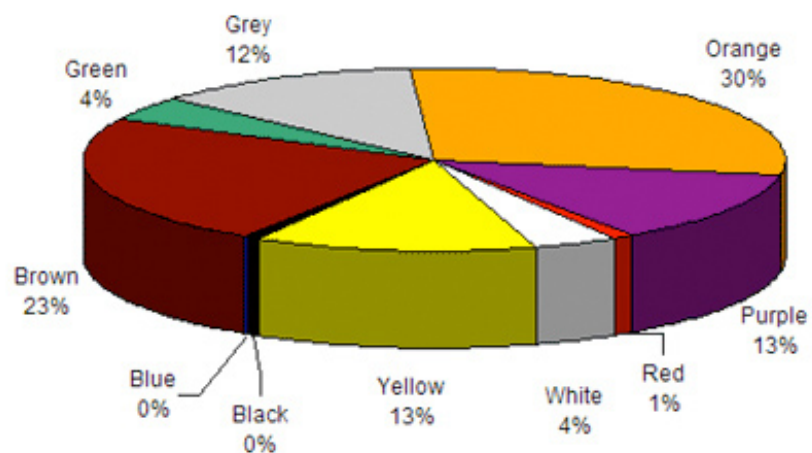


Poll results: What is your favorite color?

In the US blue is the overwhelmingly favorite color, although women show more breadth of favorites. All graphs are from a survey in late January 2003 by a student at University of Washington, Joe Hallock.



Least Favorite Color

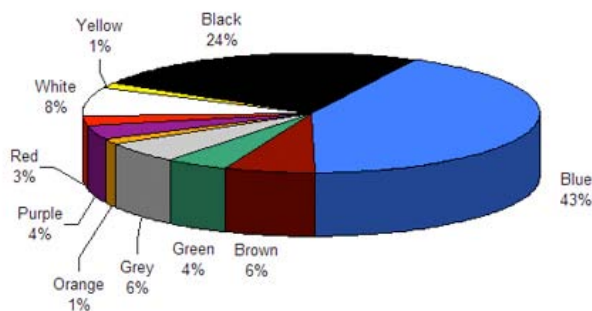


Poll results: What is your least favorite color?

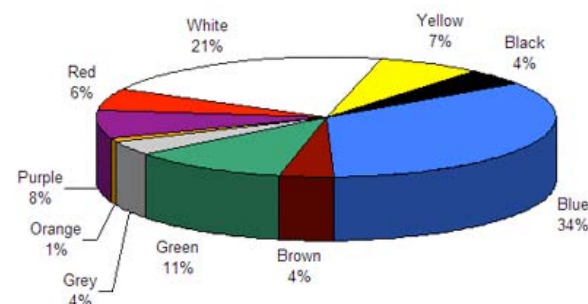
Blue is nobody's least favorite color, neither is black. Orange and brown are much riskier choices.



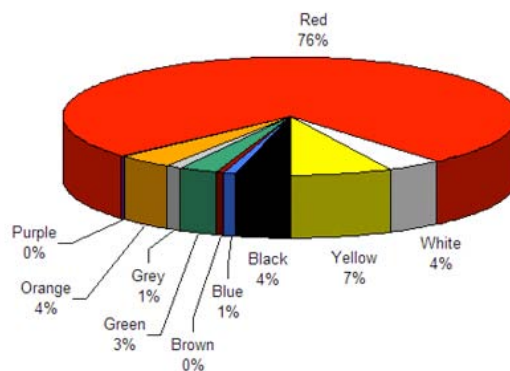
Reliability / Dependability



Trust



Speed



Poll results: Reliability/Dependability, Trust, Speed

I don't think any of these are surprises.



Most of your biases and instincts are correct.

Ex. Light pink is for baby girls

There are rarely right or wrong colors, but some are more appropriate than others.

Ex. Putting Army personnel in light pink

Do you want to maintain standards or break out of them?

Ex. Having light pink as the corporate color for a financial planner might make her stand out, attract Moms, etc.

Traditions and biases do factor into a good color choice.

If there is some bias you have about a color, think if it is a universally held idea. If so, decide if you want to go with that standard or purposely stand against it.



1970s



2000s

Color Trends

There are trends that are worth watching. What they have at Target vs. WalMart. Once a color (or material) is in mass production for homewares it is peaking in popularity and therefore will soon look passe. Color combinations tend to be more trendy than individual colors.



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Layout



Lottery sales show 5.7 percent increase
for new fiscal year

Lottery income is up for the first three months of the state fiscal year - a bright spot in an otherwise gloomy report that showed total state revenues down by \$42 million.

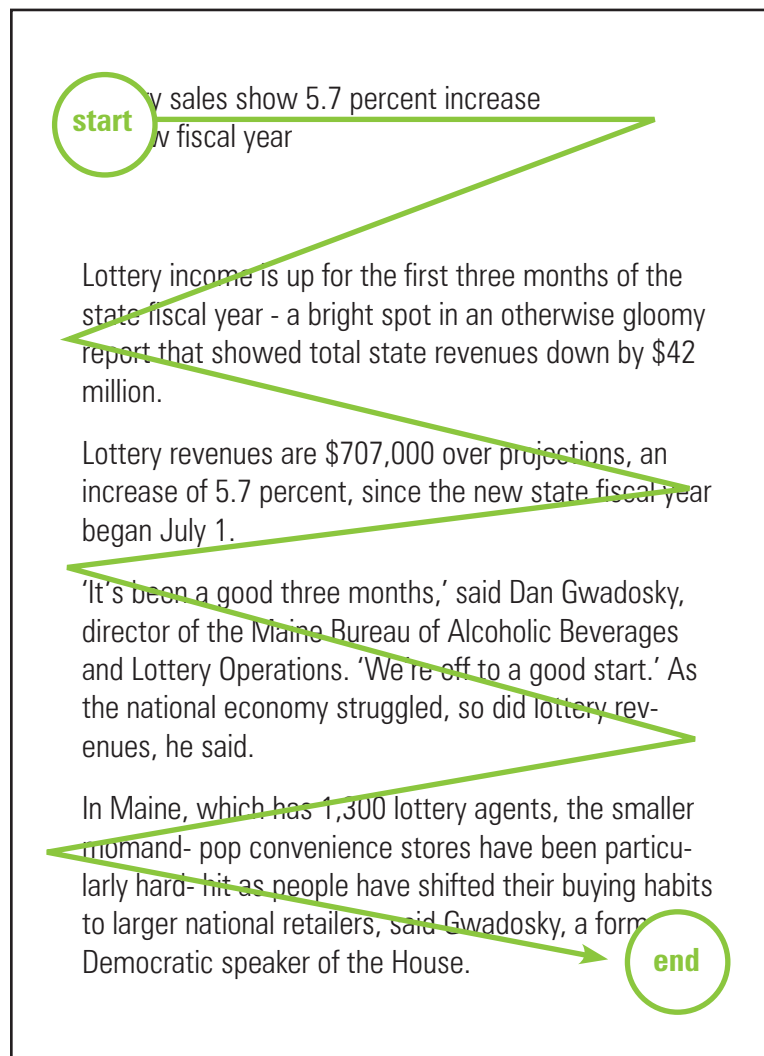
Lottery revenues are \$707,000 over projections, an increase of 5.7 percent, since the new state fiscal year began July 1.

'It's been a good three months,' said Dan Gwadosky, director of the Maine Bureau of Alcoholic Beverages and Lottery Operations. 'We're off to a good start.' As the national economy struggled, so did lottery revenues, he said.

In Maine, which has 1,300 lottery agents, the smaller mom-and-pop convenience stores have been particularly hard-hit as people have shifted their buying habits to larger national retailers, said Gwadosky, a former Democratic speaker of the House.

How we read

In English, we read from the top left portion of the page to the bottom right.

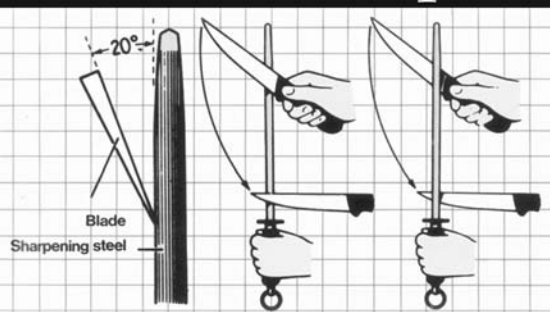


How we read

In English, we read from the top left portion of the page to the bottom right.



Free Knife Sharpening



**LeRoux Kitchen and Wüsthof Knives
want to put you on the Cutting Edge**

Come to LeRoux Kitchen
161 Commercial Street
Sunday, Oct. 25, 1-3pm
to have your knives professionally sharpened.
1st knife is free; up to 2 more knives for just \$3 each
donation to help support Preble Street Resource Center.
Be the Sharpest Knife on the Block.
(Limit 3 knives, no serrated knives please)

LeRoux Kitchen Coupon Special

20% off One Regularly Priced
Item* with coupon.
Valid Oct 26-Dec.1

*Excludes electrics, All Clad, Viking, Food & Wine. Not to be combined with
any other special promotions. Prior sales excluded.

379588

Example of layout taking advantage of how we read

This layout presents information just as the reader expects, from top left to bottom right.



Free Knife Sharpening

start

20°

Blade

Sharpening steel

**LeRoux Kitchen and Wüsthof Knives
want to put you on the Cutting Edge**

Come to LeRoux Kitchen
161 Commercial Street
Sunday, Oct. 25, 1-3pm
to have your knives professionally sharpened.
1st knife is free; up to 2 more knives for just \$3 each
donation to help support Preble Street Resource Center.
Be the Sharpest Knife on the Block.
(Limit 3 knives, no serrated knives please)

LeRoux Kitchen Coupon Special

20% off One Regularly Priced Item* with coupon
Valid Oct 26-Dec 31

end

*Excludes electrics, All Clad, Viking, Food & Wine. Not to be combined with any other special promotions. Prior sales excluded.

379388

Example of layout taking advantage of how we read

This layout presents information just as the reader expects, from top left to bottom right.



Maine Hardware now sells Viking Refrigerators

We are proud to be Portland's only retailer of this premier brand of refrigerators. Sleek, stainless steel styling will fit in perfectly in your top-of-the-line kitchen design. Also, they use 10-20% less energy than other refrigerators, so they are green and pay for themselves quickly.

To celebrate our new stock of refrigerators and freezers we are offering 25% off all Viking units.

25% off
Viking Refrigerators
Save Now!

Maine Hardware


Union Station Plaza, 274 St. John Street, Portland ME
207.773.5604

Offer Good through November 15, 2009

Breaking the Rules

Making things big or bold interrupts this usual flow, but then we usually re-track on the normal flow.





fanurio

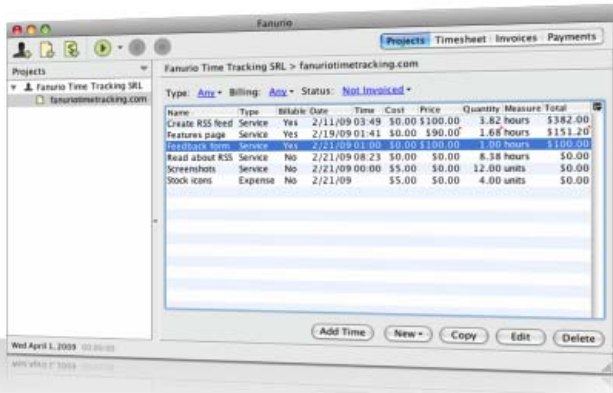
Home Features Download Purchase Support Press Room Blog

Time tracking and billing for freelancers

Fanurio is a time tracking and billing software application, highly appreciated by freelancers for its intuitive interface, flexible timer and ability to produce detailed invoices.


Whether you need to round time, use multiple currencies or create invoices with your own layout, Fanurio has the right tools to help you get paid.

[Download free trial](#)




Name	Type	Billable	Date	Time	Cost	Price	Quantity	Measure	Total
Create RSS feed	Service	Yes	2/11/09	03:49	\$0.00	\$100.00	3.82	hours	\$382.00
Features page	Service	Yes	2/19/09	01:41	\$0.00	\$100.00	1.66	hours	\$166.00
Feedback form	Service	Yes	2/21/09	01:00	\$0.00	\$100.00	1.00	hours	\$100.00
Read about RSS	Service	No	2/21/09	08:23	\$0.00	\$0.00	8.38	hours	\$0.00
Screenshots	Service	No	2/21/09	00:00	\$5.00	\$0.00	12.00	units	\$0.00
Stock icons	Expense	No	2/21/09		\$5.00	\$0.00	4.00	units	\$0.00

Fanurio runs on **Windows** 2000, XP, Vista and older, **Mac OS X** including Snow Leopard, **Linux** and other flavors of Unix.



Track time with little effort

Fanurio provides multiple methods to help you track time with little effort. You can track time manually or using the timer. It also has a few reminders to help you start, resume or stop the timer automatically. [More time tracking details...](#)

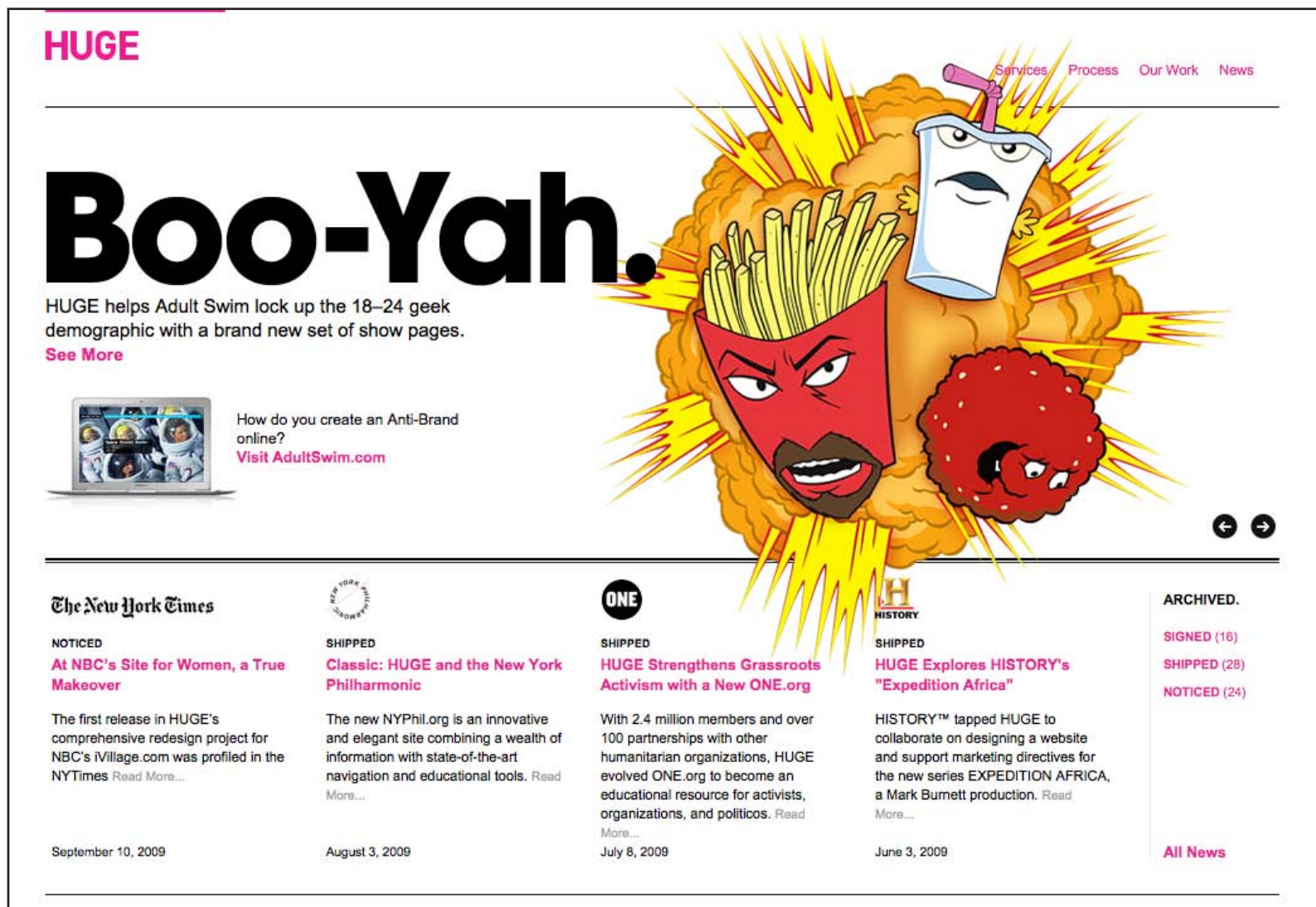


Analyze your performance

Fanurio comes with powerful time and money reports. They can help you understand how your business is doing so that you can make well-informed decisions about your projects and clients. [More reporting details...](#)

Using color to interrupt the flow

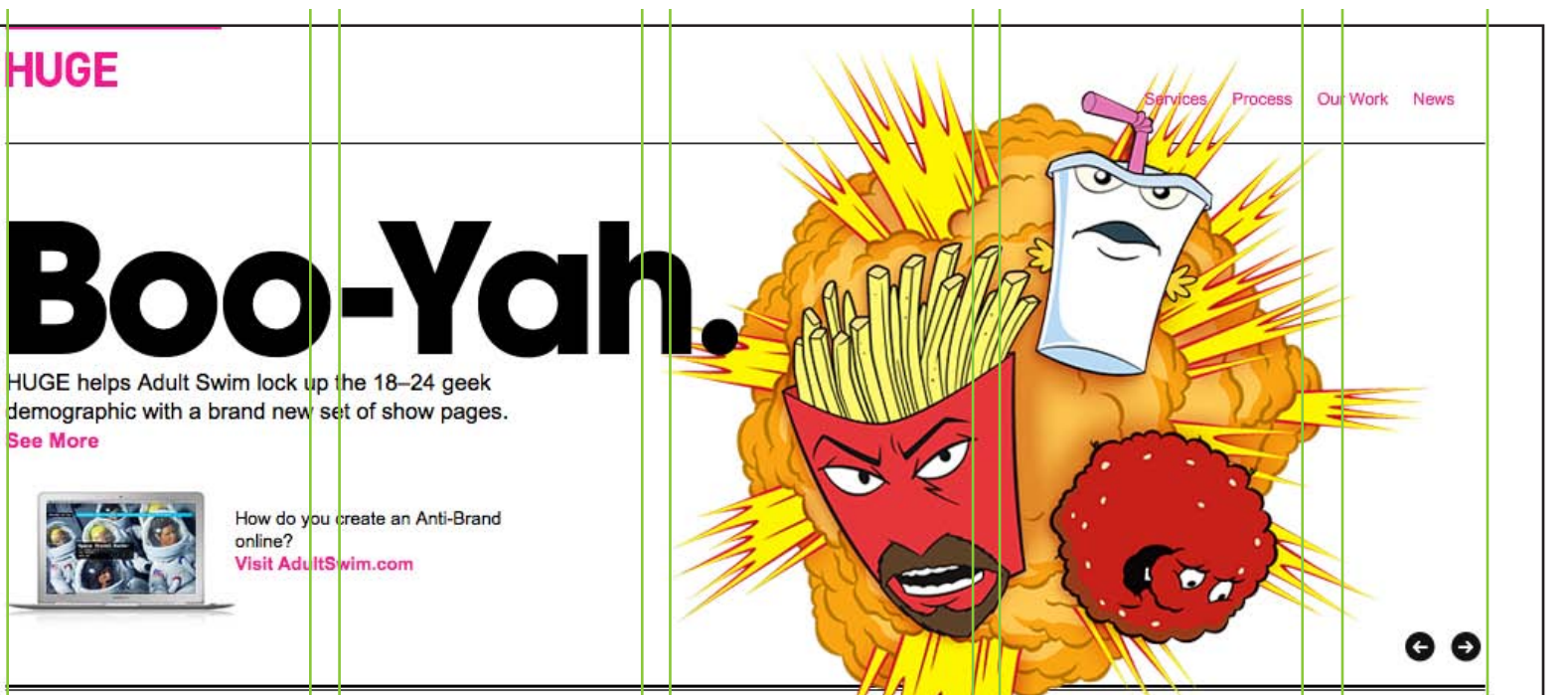



Color is a great way to redirect the reader's eye. The call to action here is "Download free trial" and we want the user to see that right away.



Grid

Notice all the columns line up and are the same weight. There is rhythm in the horizontal columns. Additionally, all graphics were resized to be the same general size or weight. When everything sits on a grid, those items no longer fight for position.



				
The New York Times				ARCHIVED.
NOTICED	SHIPPED	SHIPPED	SHIPPED	SIGNED (16)
At NBC's Site for Women, a True Makeover	Classic: HUGE and the New York Philharmonic	HUGE Strengthens Grassroots Activism with a New ONE.org	HUGE Explores HISTORY's "Expedition Africa"	SHIPPED (28)
The first release in HUGE's comprehensive redesign project for NBC's iVillage.com was profiled in the NYTimes Read More...	The new NYPhil.org is an innovative and elegant site combining a wealth of information with state-of-the-art navigation and educational tools. Read More...	With 2.4 million members and over 100 partnerships with other humanitarian organizations, HUGE evolved ONE.org to become an educational resource for activists, organizations, and politicians. Read More...	HISTORY™ tapped HUGE to collaborate on designing a website and support marketing directives for the new series EXPEDITION AFRICA, a Mark Burnett production. Read More...	NOTICED (24)
September 10, 2009	August 3, 2009	July 8, 2009	June 3, 2009	All News

Grids

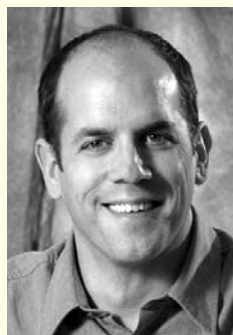
This means everything lines up. It also means the columns are evenly divided. Grids allow you to have a lot of information and not have it be overwhelming. Having things break the grid can add visual interest.



BRACKETT, WOODS & WOLFF
CERTIFIED PUBLIC ACCOUNTANTS

Welcomes John Smith

To our Tax Preparation Department



Give John a call and
receive 20% off your tax preparation!

800-546-5998

Tradition matters.

Styles of typography, layout, and color usage have historical ties that cannot be ignored. Lawyers, Accountants, Doctors and Insurance companies have traditionally not marketed aggressively and also want to show a sense of steadiness and conservatism.



Centered layout, which is symmetrical and classical

BRACKETT, WOODS & WOLFF
CERTIFIED PUBLIC ACCOUNTANTS

Serif type, which is an older more classical style. Set all caps, (tracked out)

Welcomes John Smith

To our Tax Preparation Department



Muted colors

Give John a call and
receive 20% off your tax preparation!

All of these choices say:
stable, conservative, trustworthy
timeless, stays within the bounds

Traditional
top to bottom
reading.

800-546-5998



GENOS ROCK CLUB
LIVE MUSIC, DRINKS AND FOOD

Welcomes The Kooks

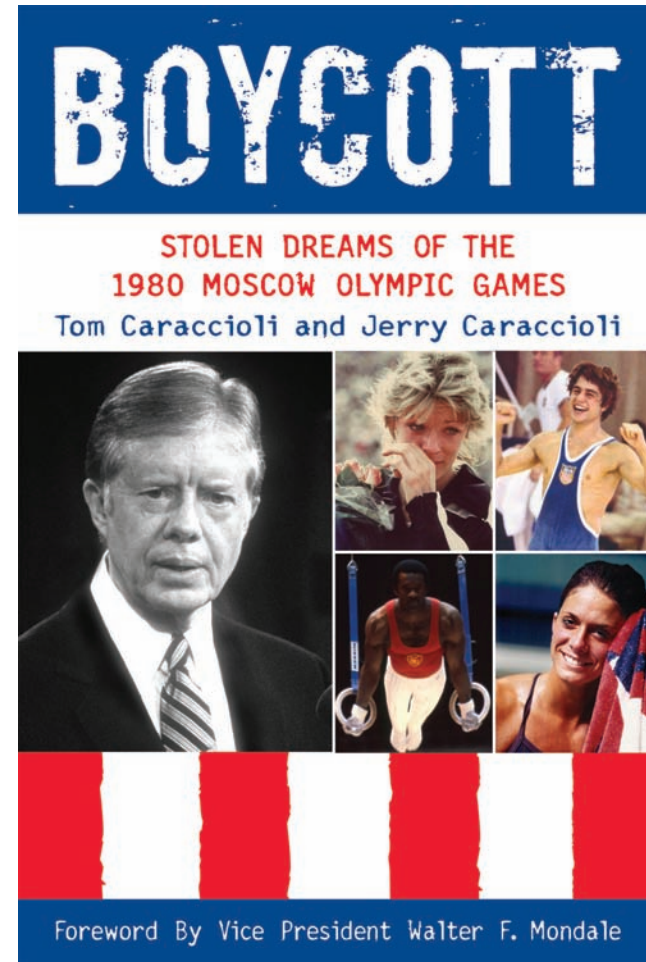
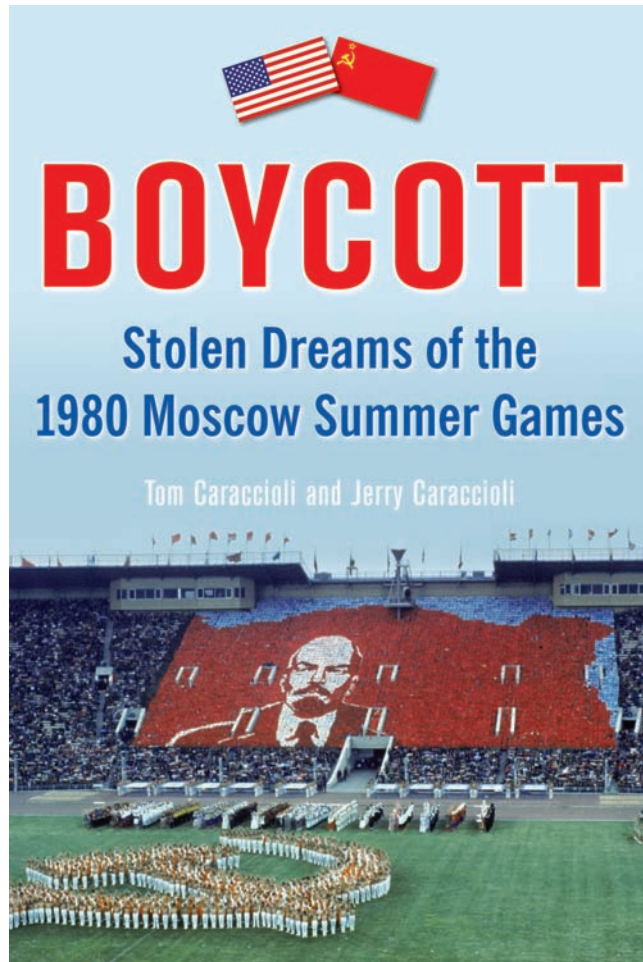
For a Live Performance



Saturday, November 6
8:00 pm

Tradition matters.

The same format does not work for an ad for a Rock Band performance.



What is the message?

Both of these covers tell the reader that the book is about the US Boycott of the Olympic games in 1980. But the cover on the left focuses on the games in Moscow, whereas the cover on the right focuses on US politics and the US athletes.



Limitations of design

All imagery should be high-quality

High-resolution, well-lit photography

Professional illustration rather than clip art

Imagery appropriate for the subject

Effective copywriting is critical

Succinct, easy-to-read, compelling

Appropriate tone

Work with high-quality materials

A designer can only work with the materials he or she is given.



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Choosing a Designer or Firm



How to find (and work well with) a good designer

Get referrals.

Talk with other business owners or marketers to get the names of people they like

Look at their work.

View their web site, and you may want to see printed samples

Talk.

Communication and chemistry is critical

Get an estimate.

Rates vary, and how designers estimate varies, confirm what's included



Money \$\$\$\$

Be upfront with your budget

There are often more ways than one to complete a project

What are the production (non-design) costs/challenges?

Are there specifications that are required

Revisions are the wild card

No designer can be expected to work indefinitely

Get what you pay for

More experience, better process, higher-quality work, larger network



Be as clear about your strategy and goals for the project.

I need a web site

vs.

Creating a web site to introduce a new product, including e-commerce

Designing landing pages for click throughs from Google Ads

I need a marketing piece

vs.

Design of a postcard to attract people to an open house

Design of a take-home educational piece for potential investors



You'll get the most value from a designer if you work with them as a partner.

Give them the information they need.

Provide the goals and strategy, and your thoughts.

Give references to your own current work (keep things cohesive) as well as industry-related things such as competitors, key businesses, etc.

Give them time

Give good feedback

**If you feel the need to micro-manage them,
then you probably need a new designer.**



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Graphic Design for Marketing Professionals

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Communication



How to Communicate with a Graphic Designer: **Tell us the problem, not the solution.**



NO

Make it bold
Make it red
Make it bigger

YES

Emphasize this!
**Make it more
noticeable**



NO

Move this here,
move that there.

Change that font.

YES

**I don't know
where to look first.**

**People need to
read this first.**



**“This item/information
needs to be emphasized more.”**

Explain the goals

The designer can then work to make that item more noticeable and/or also make other items sit back more.



**“There are too many
different styles and
it’s too busy”**

State the problem, and some details

The designer can minimize the number of fonts, colors, fonts sizes and styles, or elements on the page.



“The entire page looks very similar and ‘blah’”

MAKING IT HAPPEN

If you are interested in organizing and/or leading civic reflection discussions, it may be useful to think about civic reflection in three stages:

1. What happens *before* the discussion
2. What happens *during* the discussion
3. What happens *after* the discussion

This section of the handbook, on *Making It Happen*, is especially concerned with what happens *before* the discussion. It is intended to help you think about the various kinds of preparations that will make the discussion possible.

Main Components

Each civic reflection discussion (or series) is likely to be its own unique thing, meaning that each discussion will likely differ in significant ways from other discussions and series. But even given the diversity of civic reflection experiences, there are several components that every civic reflection session is likely to require—and all of these elements ought to be considered well in advance of the discussion itself:

- A group of 5–30 **participants**
- One or more **facilitators**
- A comfortable **room** where the conversation will take place
- **Food** to set the table for the conversation
- **Money** if the facilitator needs to be paid, participants' staff time needs to be accounted for, the food needs to be purchased, the room needs to be rented, or readings need to be purchased or copied, etc.
- **An internal advocate**—someone internal to the group or organization who will lead the process of implementing civic reflection discussions. This advocate will need
 - an *understanding* of the needs this kind of discussion will meet
 - the *courage* to introduce something new
 - an *awareness* of potential obstacles

Now, this is not as complicated as it might sound on first pass. If there is an internal advocate, or someone who wants to make it happen, the other ingredients or conditions will most likely follow. One person who thinks that reflective discussion will be useful for her organization or group will almost certainly be able to make a case, communicate with participants and other stakeholders, secure a place and time, and get the table set.

Examples

1. Let's say you are working with a group of AmeriCorps members who work with kids in after school programs. You want them to think about some of the difficulties inherent in their attempts to educate young people. You may decide to use Toni Cade Bambara's short story "The Lesson" because it portrays a woman's efforts to teach a group of neighborhood children, with some unorthodox methods and some complicated responses from the group.
2. To take another example, let's say you want to help non-profit staff at a mid-year retreat think about different styles of leadership and their likely results. You may decide to lead a discussion using Franz Kafka's short parable "The Heir" because it raises questions about how leadership is created, assumed, and maintained.

In both cases, you will begin with a general sense of the one big question you want participants to contemplate.

Now, how do you get them to go there and to dwell there? How do you select a reading that will help participants explore this big question?

Selecting the Readings

Resonance, Richness, Accessibility

The most important thing to remember as you select readings is that the reading is *for* the discussion, and the discussion is *for* the people in the room. The reading is a tool to help get people thinking and talking with each other about the large questions underlying their work. A civic reflection discussion is not a book group or a class, and the reading for these discussions is a *means rather than an end*.

When selecting a particular reading, then, the first question we should ask ourselves is: what will this reading help these folks discuss?

Let's say you are leading a discussion with staff members of a neighborhood organization that works with various immigrant populations. You might want to help them talk about inclusion and exclusion, similarity and difference. Kafka's parable "Fellowship" would be a good choice here because it explores questions of group formation, with one person left on the outside. Imtiaz Dharker's poem "They'll

IMPACT: Renewed Connections

"Fellowship" was intended to raise questions of how we work together as a board, and yet the most scintillating part of the discussion was the way in which the text allowed individuals to talk about their own sense of belonging (or lack thereof) in a more general sense.

In a particularly poignant moment, one of the teen members of the board referred to himself as "The Sixth" in relation to his peers. We ended this conversation believing we had new insights into one another."

WHY DO CIVIC REFLECTION?

What often happens as a result of these discussions—and what participants themselves say happens—is that participants come to feel more connected with each other, more connected to the people and the causes they are serving, less likely to get burnt out, more likely to consider things from other perspectives, and more likely to continue doing good work. In these ways, civic reflection strengthens individuals, organizations, and the larger community.

In short, the more we think and talk with each other about the challenges and successes, the complexity and the questions, of our value-laden work, the more committed and energetic we become.

Here are some of the ways in which civic reflection has made significant impact:

- Retention
- Attitude toward work
- Attitude toward colleagues
- Etc etc, with numbers

MAKING IT HAPPEN

If you are interested in organizing and/or leading civic reflection discussions, it may be useful to think about civic reflection in three stages:

1. what happens *before* the discussion
2. what happens *during* the discussion
3. what happens *after* the discussion

This section of the handbook, on *Making It Happen*, is especially concerned with what happens a good bit before the discussion. It is intended to help you think about the various kinds of preparations that will make the discussion possible.

As you get ready to make civic reflection happen, you might ask yourself, *Is there a recipe? What are the ingredients? How will civic reflection be best served—and how will it best serve those seated at the table?*

To the first question—is there a recipe?—the answer is, sort of. Each civic reflection discussion (and series) is likely to be its own unique thing, and what goes into each of these discus-

"The sessions were illuminating, thought-provoking, enlightening, intellectually stimulating and controversial. It truly brought the meaning of service out into the bright light of day."

"The best part about this process is that during these conversations, members come to that realization on their own without prodding or prompting. Whole crews have consistently had that transformational 'ah-ha' where their eyes open and their entire experience takes on new, deeper meaning."

Don't be shy

Some clients are afraid to talk like this, but it's really more helpful than a specific solution like "make this red!" There are circumstances where design is meant to be more eye-catching than others (ex. an advertisement vs. the text within a book). You may need to better explain the purpose of the piece under development or better identify which parts should be emphasized and which can play a more supporting role.



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Impact and Visual Hierarchy



How is your message being conveyed?

Old rules:

Editorial (wants to read) vs. advertising (interruption)

New rules:

It's hard to keep anyone's attention, and some situations are worse than others.

Rules of engagement

We used to express a lot of differences between something educational and something marketing. A book vs an ad, but that's not totally true anymore.



Are you really going to read all this text? Even if it's about benefits, rather than features. I don't think you're going to pay attention all the way to the bottom. It's just too much. No one cares. You may think you need to get lots and lots and lots of information, backed by statistics and details, but sometimes that is just not the best way.

In the end, you end up losing your audience as they quickly flip the page, click somewhere else, or just go away. But:

For more details:
<http://www.website.com>

Short headlines.

Brief benefits description.

Call to action: **website.com**

Too many words

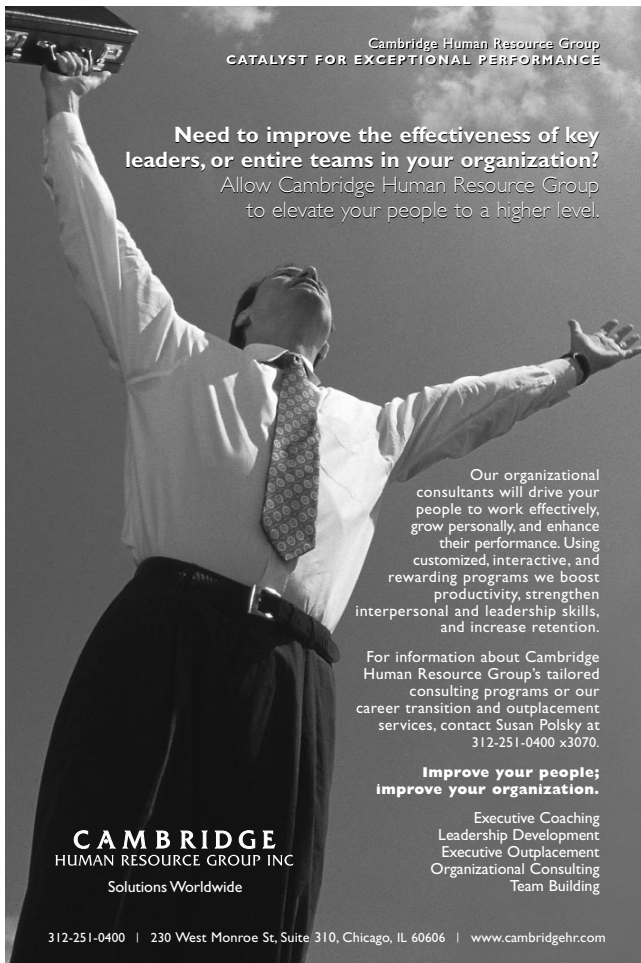
Most of us start with too many words. Even though we see the error on other people's work, we don't always see it in our own. If you cannot cut the copy, work with an editor or writer to help you.



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Cambridge Human Resource Group
CATALYST FOR EXCEPTIONAL PERFORMANCE

Need to improve the effectiveness of key leaders, or entire teams in your organization?
Allow Cambridge Human Resource Group to elevate your people to a higher level.

Our organizational consultants will drive your people to work effectively, grow personally, and enhance their performance. Using customized, interactive, and rewarding programs we boost productivity, strengthen interpersonal and leadership skills, and increase retention.

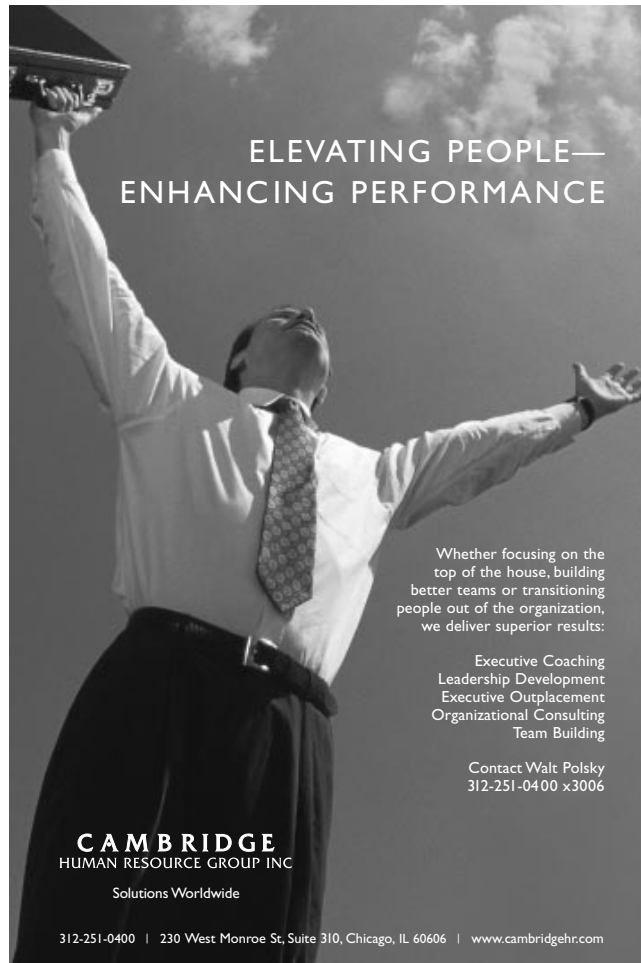
For information about Cambridge Human Resource Group's tailored consulting programs or our career transition and outplacement services, contact Susan Polsky at 312-251-0400 x3070.

**Improve your people;
improve your organization.**

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Leadership Development
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Team Building

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**ELEVATING PEOPLE—
ENHANCING PERFORMANCE**

Whether focusing on the top of the house, building better teams or transitioning people out of the organization, we deliver superior results:

Executive Coaching
Leadership Development
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Contact Walt Polsky
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Simplify for impact

Reduce copy. Eliminate elements. Group information together.



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Let's Eat Out!

Your Passport to Living Gluten and Allergy Free



The first book dedicated to eating around the corner and around the world while managing 10 food allergens

"What a gorgeous, and amazingly helpful book! *Let's Eat Out!* truly opens doors... allowing people with food allergies and celiac disease to make informed choices and enjoy eating anywhere in the world!"
—Michelle Melin-Rogovin, MA
Executive Director,
University of Chicago Celiac Disease Program

Imagine being able to go to any restaurant, scan the menu, quickly spot the safest choices and ask the right questions to avoid gluten and 9 other hidden allergens in food preparation including: corn, dairy, eggs, fish, peanuts, shellfish, soy, tree nuts and wheat.

Let's Eat Out! offers you peace of mind with less effort, enabling you to have more fun. Inside you will find:

- 7 international cuisines
- 175+ menu items with descriptions and preparation requests
- 10+ allergen quick reference guides
- 130+ snack and light meal ideas
- 200+ breakfast and beverage suggestions
- 50+ global airlines with 20+ special meals
- 100+ product resources in 15+ countries
- 180+ international organization contacts
- 300+ phrases in French, German, Italian and Spanish




All this and more to simplify your gluten and allergy free lifestyle.

To order this full-color, 496-page book and 4 pocket-size guides, contact us at:
www.glutenfreepassport.com • 312-952-4900

Let's Eat Out!

Your Passport to Living Gluten and Allergy Free



496 page, full color book.
\$24.95

Pocket-size passports.
\$6.95 –\$9.95



The first book dedicated to eating around the corner and around the world while managing 10 food allergens. Go to any restaurant and quickly spot the safest choices to avoid gluten and 9 other hidden allergens in food preparation including: corn, dairy, eggs, fish, peanuts, shellfish, soy, tree nuts and wheat.

To order: 312-952-4900
allergyfreepassport.com, glutenfreepassport.com
or amazon.com

Reduce the copy!


Less is nearly always more when trying to create impact.



Impact / Visual Hierarchy





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*What I loved was
the extra effort
you took to make me
feel comfortable.*

Great service. Great people. Great fares. Visit cathaypacific.com/us

   Skytrax Airline of the Year 2009 

This ad is a quick read

Uses a clear, high-impact photo, top-to-bottom reading style.







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*What I loved was
the extra effort
you took to make me
feel comfortable.*

Great service. Great people. Great fares. Visit cathaypacific.com/us

   Skytrax Airline of the Year 2009 

high-quality image
sets the place (ie
subject)

Type is not highly readable,
but it is legible. Handwrit-
ing font emphasizes human
touch that's being advertised

Top-to-bottom orientation
makes it a quick read



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Can you afford NOT to take advantage of this offer?
SAVE 71%

Take these 11 puros for \$29⁹⁵

We at Thompson have been selling the best selection of premium cigars at incredibly low prices for almost a hundred years! If you haven't had the pleasure of purchasing from us before, here's the deal: as an introductory offer, we'll give you eleven top shelf puros including selections from Gurrkha, Rocky Patel, C.A.O., Carlos Toranzo and Perdomo **PLUS a Burl finish humidor with humidifier, ALL for only \$29.95!** If you went elsewhere and paid full retail for this incredible collection it would set you back about \$105 but when you buy at Thompson you **save 71%!** Heck, the Gurrkha Gran Reserve alone is worth \$15... how can you afford not to give Thompson a try?!?!?

Includes the \$15 GURKHA Gran Reserve

Our FREE GIFT to you!

THOMPSON CIGAR CO., INC.
America's Oldest Mail Order Cigar Company, Est 1915 • P.O. Box 31274
Tampa, FL 33631-3274 • Fax: 813-882-4605

1-800-536-1839
www.thompsoncigar.com
Type T8454 in our home page search bar and click GO

Get your Thompson's 11 Sampler now! 11 top-notch cigars for \$29.95 (#971258) plus \$4.95 shipping & handling. (All shipments to AK, HI, Guam, Virgin Islands and Puerto Rico must go priority mail - add an additional \$10.00. Florida residents add 6% sales tax + appropriate county tax). Remittance of any taxes on orders shipped to a location outside of Florida is the responsibility of the purchaser. In the event we are out of a Premium brand, Thompson reserves the right to substitute another premium brand cigar or size of equal or greater value. All written orders MUST include your signature and date of birth. Limit one per customer. OFFER GOOD FOR 30 DAYS • NOT AVAILABLE TO MINORS AND GOOD ONLY IN THE USA

Cigars!

While this ad contains a lot of information, it is grouped together at the bottom, which helps a lot



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Photo of cigars quickly targets audience



Can you afford NOT to take advantage of this offer?
SAVE 71%

Take these 11 puros for \$29⁹⁵

Includes the \$15 GURKHA Gran Reserve

Our FREE GIFT to you!

We at Thompson have been selling the best selection of premium cigars at incredibly low prices for almost a hundred years! If you haven't had the pleasure of purchasing from us before, here's the deal: as an introductory offer, we'll give you eleven top shelf puros including selections from GURKHA, Rocky Patel, C.A.O., Carlos Toranzo and Perdomo **PLUS a Burl finish humidor with humidifier**, ALL for only \$29.95! If you went elsewhere and paid full retail for this incredible collection it would set you back about \$105 but when you buy at Thompson you **save 71%**! Heck, the GURKHA Gran Reserve alone is worth \$15... how can you afford not to give Thompson a try?!!

THOMPSON
1915
America's Oldest Mail Order Cigar Company, Est 1915 • P.O. Box 31274
Tampa, FL 33631-3274 • Fax: 813-882-4605

1-800-536-1839
www.thompsoncigar.com
Type T8454 in our home page search bar and click GO

Get your Thompson's 11 Sampler now! 11 top-notch cigars for \$29.95 (#971258) plus \$4.95 shipping & handling. (All shipments to AK, HI, Guam, Virgin Islands and Puerto Rico must go priority mail - add an additional \$10.00. Florida residents add 6% sales tax + appropriate county tax). Remittance of any taxes on orders shipped to a location outside of Florida is the responsibility of the purchaser. In the event we are out of a Premium brand, Thompson reserves the right to substitute another premium brand cigar or size of equal or greater value. All written orders MUST include your signature and date of birth. Limit one per customer. OFFER GOOD FOR 30 DAYS • NOT AVAILABLE TO MINORS AND GOOD ONLY IN THE USA

Color and bold type attract the eye with the offer



There is a lot of info, but it's mostly grouped together.





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START

Paper purchased from Union Supplier.

Shipped by Union Company. (UPS)

FINISH!

Printed by Union Printer. (Hotcards.com)

POLITICAL SEASON IS UPON US
GOOD THING WE'RE UNION
FROM **START** TO **FINISH**

We Print GREEN
Red, White & Blue

Like red, white, and blue, green isn't just a color, it's a commitment to making choices that are good for workers, good for the community, and good for the environment. Hotcards.com prints with low-VOC vegetable inks, using paper milled from sustainable tree farms and uses chemistry free plates to eliminate chemical waste.

We also partner with all-American suppliers and deal locally whenever possible to keep our fuel footprint small and support like-minded independent businesses. As always, brokers, designers, and print shops welcome!

HOTCARDS.COM
Union & Political Full Color Printing
and Direct Mail
1.800.378.5065
WWW.HOTCARDS.COM

ALLIED PRINTING
TRADE UNION COUNCIL #53
NORTHEAST OHIO

BROKERS, DESIGNERS, AND PRINT SHOPS WELCOME

I have no clue!

I don't know what this company does, or where to begin reading this ad.



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START

POLITICAL SEASON IS UPON US
GOOD THING WE'RE UNION
FROM **START** TO **FINISH**

Paper purchased from Union Supplier.

Shipped by Union Company. (UPS)

FINISH!

Printed by Union Printer. (Hotcards.com)

**HOTCARDS.COM IS THE NATION'S ONLY
DISCOUNT FULL COLOR UNION PRINTER**

We Print GREEN
Red, White & Blue

Like red, white, and blue, green isn't just a color, it's a commitment to making choices that are good for workers, good for the community, and good for the environment. Hotcards.com prints with low-VOC vegetable inks, using paper milled from sustainable tree farms and uses chemistry free plates to eliminate chemical waste.

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HOTCARDS.COM
Union & Political Full Color Printing
and Direct Mail
1.800.378.5065
WWW.HOTCARDS.COM

BROKERS, DESIGNERS, AND PRINT SHOPS WELCOME

Don't know where to look first, or what the message is???



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Best Entertainment
Cruise Critic Editor's Pick

Condé Nast Traveler
World Saver: Finalist for Environmental Programs

Condé Nast Cruise Poll 2008
Norwegian Pearl: Named one of the best Large Cruise Ships

Southern Living Readers' Choice Award
One of the best cruise lines (2008 and 2009)

Best Suites
Cruise Critic Editor's Pick

Travel + Leisure World's Best Awards
2008 Top 10 Large-Ship Cruise Lines

**On board,
you're free to whatever.
On land,
you're free to tell
the world how
cool it is.**

The people have spoken. And in some of the top magazines, they've voted Freestyle Cruising™ on Norwegian Cruise Line their favorite for everything from the best food to the best entertainment to the best spas to the best suites and more. So since being on vacation is all about taking a break from regimen, why not choose who's voted best at it — Freestyle Cruising on NCL, where you're free to whatever. To book your own award-winning cruise, visit ncl.com or contact your travel agent.

Top Ten Best Cruise Ship Spas
Spafinder.com — Readers' Choice

NCL
NORWEGIAN CRUISE LINE
FREESTYLE CRUISING

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Hmmm... lots of awards, oh a cruise ship

The awards need to be grouped together, and the typeface is difficult to read. Considering that the headline is confusing, this is even more important.



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Awards are scattered over the page. Don't know where to look first. Grouping them together could help

Best Entertainment
Cruise Critic Editor's Pick

Condé Nast Traveler
World Saver: Finalist for Environmental Programs

Condé Nast Cruise Poll 2008
Norwegian Pearl: Named one of the best Large Cruise Ships

Southern Living Readers' Choice Award
One of the best cruise lines (2008 and 2009)

Best Suites
Cruise Critic Editor's Pick

Travel + Leisure World's Best Awards
2008 Top 10 Large-Ship Cruise Lines

Top Ten Best Cruise Ship Spas
Spafinder.com — Readers' Choice

On board, you're free to whatever. On land, you're free to tell the world how cool it is.

The people have spoken. And in some of the top magazines, they've voted Freestyle Cruising™ on Norwegian Cruise Line their favorite for everything from the best food to the best entertainment to the best spas to the best suites and more. So since being on vacation is all about taking a break from regimen, why not choose who's voted best at it — Freestyle Cruising on NCL, where you're free to whatever. To book your own award-winning cruise, visit ncl.com or contact your travel agent.

NCL
NORWEGIAN CRUISE LINE
FREESTYLE CRUISING

©2009 NCL Corporation Ltd. Ships' Registry: Bahamas and United States of America.

Typeface is not very readable, and the copy-writing is confusing

Most people will zero in on the boat to figure out this is about Cruise Lines

Background color is good contrast to logo, and a compelling color. However the graphics in the background are adding anything



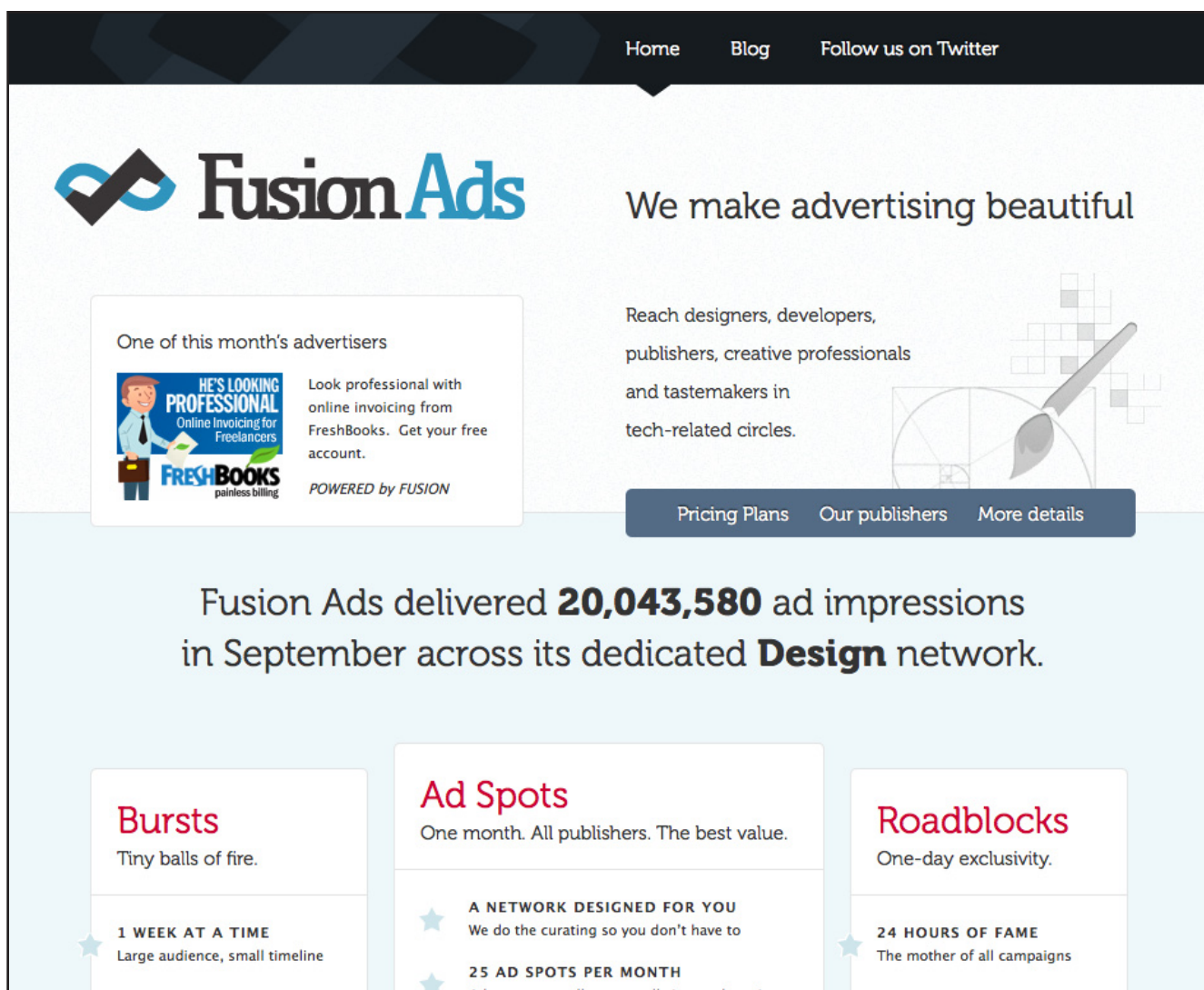
Sewanee Close is obviously a beautiful place

More information is available to me in the navigation and in the supporting text.



Hierarchy and impact can still be fun

The key elements are still recognizable and easy to find, even though the whole look is more hand-done.



Blah

Even when individual elements look OK, the whole design is not that great. This lacks impact—nothing is big, bold, or bright. Not sure where to look first.



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a service of UCR

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Enter your complete or partial part or model number.
* minimum of 4 characters required
[Search]

Can't find the part or model you are looking for? Click here to submit your part and model requests.

LAPTOP PARTS BY VENDOR
Compaq Laptop Parts
HP Laptop Parts
IBM Lenovo Laptop Parts
Sony Laptop Parts
Toshiba Laptop Parts

PRINTER PARTS BY VENDOR
HP Printer Parts
Okidata Printer Parts
Lexmark Printer Parts
Xerox Printer Parts

LAPTOP PART CATEGORIES
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Laptop Batteries
Laptop Batteries: Backup RTC
Laptop DC Power Adapters
Laptop Drives CD DVD RW
Laptop External CD DVD Drives
Laptop External Floppy Drives
Laptop External Hard Drives
Laptop Fans
Laptop Firewire and USB Cards

Laptop Batteries for Notebook Computers

Spare Parts Warehouse provides a complete inventory of Laptop Batteries for Notebook Computers. Place an order before 2:30PM EST and your Laptop Battery usually ships the same day.

SPARE PART LOCATOR TOOL

Step 1 Choose Vendor: <Choose>
Step 2 Choose Model Line
Step 3 Choose Series
Choose Model

How do I identify my model number?

If your series or model is not listed, please call our toll free number, 1-877-253-8898.

Popular Laptop Batteries		
HP - F4809A Laptop Main Battery: Lithium-Ion, 14.8 Volts, 4400 mAh (Black) \$45.95	Dell - IX793 Laptop Main Battery: Lithium-Ion, 11.1 Volts, 4400 mAh (Silver) \$47.95	Toshiba - PA3399 Laptop Main Battery: Lithium-Ion, 10.8 Volts, 4400 mAh (Black) \$48.95
Acer - BTT5003001 Laptop Main Battery: Lithium-Ion, 14.8 Volts, 4400 mAh (Black) \$54.95	Sony - PCGA-BP2NX Laptop Main Battery: Lithium-Ion, 14.8 Volts, 4400 mAh (Dark Grey) \$55.95	Dell - DL5318LP Laptop Main Battery: Lithium-Ion, 10.8 Volts, 6600mAh, High Capacity, Rectangular shaped 9 cell battery with 9 slit-type

batteries.com

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Register | Sign In | My Account | Order Status | Shopping Cart 0 Item(s) | CHECKOUT

Shop for Batteries by Device
Device: [Dropdown] Manufacturer: [Dropdown] Model: [Dropdown] [FIND IT]

Search by Keyword [Search]

Shop For Batteries
Alkaline Batteries
Camcorder Batteries
Cell Phone Batteries
Cordless Phone Batteries
Digital Camera Batteries
Laptop Batteries
Power Tool Batteries
Rechargeable Batteries
Watch Batteries

Halloween Sale at Batteries.com
Save 15% on Everything in Stock.
Light up the night sky with flashlights and digital cameras this Halloween. Stock up on Alkalines, Rechargeable Batteries, and much more.
• Save on our entire collection of AA, AAA, C, D, and 9-Volt Batteries.
• Batteries for Digital Cameras and Camcorders starting at \$11.99.
• Go Green with our full line of Energizer Rechargeable Batteries.
Promo Code: SCARY09 is good for 15% off all non-clearance items through Oct 31st, 2009.

Shop for Batteries by Category

Laptop | Camcorder | Cordless Phone | Digital Camera | Cell Phone | Watch | Alkaline | Rechargeable Batteries

Accessories | Audio / Video | Home Products | Power

Comparison of two similar sites

Even if you have a lot of content to fit in, it can be done in an appealing and logical way.



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www.visiblelogic.com/blog