



Stop by our booth

Mark Fuller

Creative Director

Bob Jones University · Greenville, SC



I am Mark Fuller, Creative Director Bob Jones University Greenville SC

And just so we can become bosom friends today

My Testimony



I Corinthians 6:9

**Know ye not that the unrighteous
shall not inherit the kingdom of God?
Be not deceived:**

Everything Changed!

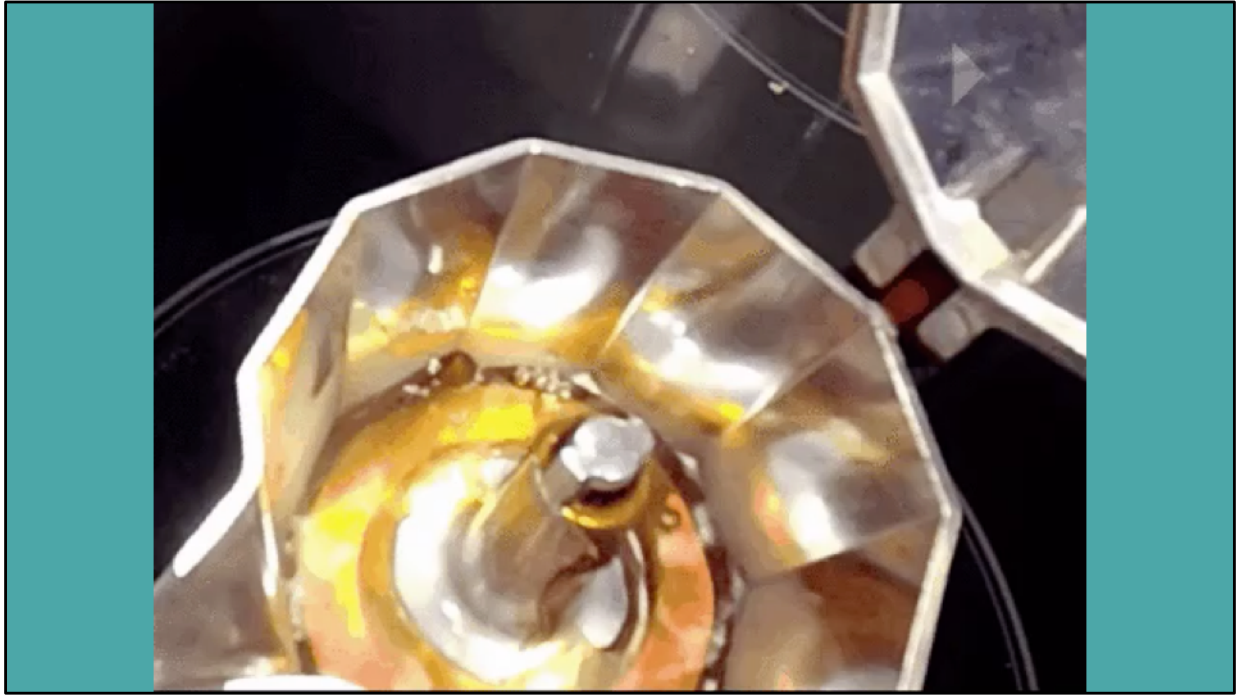


God's Work



My Observation





Scope of Influence

Wright Brothers





December 17th, 1903 they went 852 feet.

*The Wright Brothers ultimately connected the world through air travel.
Two guys with very little resources who were just bike shop operators who has a
passion.*

Now, in an average year, planes go 274 trillion feet – or – 52 million miles.

How far will our testimony for Christ reach?





How far will it fly?



How far will you reach?



REFLECTING CHRIST

CLEANER SALT • BRIGHTER LIGHT • SWEETER-SMELLING AROMA





Design Principles

Mark Fuller



*Creative***REACH**

What every non-designer needs to know about design

*Creative***REACH**

That's a big topic!



Might be a little overwhelming! 😊



Might be a little painful!

Design Principles

Mark Fuller



*Creative***REACH**



PLANNING

Proverbs 21:4

The thoughts (plans) of the diligent *tend* only to plenteousness; but of every one *that is* hasty only to want.

PLANNING

Who is the Audience?
What is the Goal?
What is the Message?
What is the Action?



Creating order

Who is the Audience?

**Bring your kids and enjoy
a family atmosphere**

**Join us for a fun friendly atmosphere,
catching up with classmates
and their families.**





What is the Goal?

Short term & long term goal
Core values & mission
Bring value to our audience

What is the Message?



Clear and concise
Put their shoes on
Talking about yourself
Creating motivation

PLANNING

Doughnuts are bad for you.

So are cream cakes, lie-ins and loud rock music.
So is sugar. If you take it in your tea, stop immediately. If you take two sugars in your tea, obviously you're trying to commit suicide and it's a cry for help. Don't do it.
Your life is precious.

Not drinking enough water is bad for you. You must drink 6½ pints a day, or you'll get dehydrated and that's bad for you too. Don't drink too much though, that can be really bad for you. If you drink over 14 pints at once it makes you feel drunk. So don't drink too much water and drive.

TV is bad for you. Watching too much can cost you your friends. None at all and you've got nothing to talk to them about. Lack of exercise is bad for you. But getting addicted to gyms is bad for you too. Also, some gym towels aren't laundered properly and spread germs. Germs are bad for you.

Stress is bad for you. Well, at least too much stress is bad for you. Not enough and you don't realise you're alive which is bad for you too. The thing is, life and the living that is involved is bad for you. It must be, because it kills everyone in the end.

At Krispy Kreme, we think the key to life, by which we mean eating doughnuts, is balance. Sure, if you eat them morning, noon, and night and they are brought directly to your armchair, then that would be bad. But then if you've never felt the pleasure of eating a delicious fluffy original glazed doughnut hot off the line and, heaven forbid, you get struck by lightning, well surely that would be really bad. Really really bad.



fanta LIKE A BURST OF SUNSHINE
through a cool wisp of wind,
it's sweet and tangy, surprising and juicy.
It tastes like a delicious surprise that you can't wait to taste.
It's a burst of like an instant whiff of a fresh bouquet of flowers in spring.
It's a burst of like a fresh, sharp jolt of tart, tangy sweetness.
It leaves your taste buds pleasantly surprised.
Then, it curls deliciously around your taste buds.
Tart, tangy & refreshing. ARE YOU STILL WITH US? GREAT! CAUSE WE WOULD LIKE YOU TO TRY FANTA'S NEW TASTES. DELICIOUSLY ORANGE. YES, RIGHT NOW!
**JUST TEAR OFF A
PIECE OF THIS PAGE
& POP IN YOUR MOUTH
& ENJOY A FANTA BY TASTING THIS AD!**

How to send mail at 670,000,000 mph.





Take Goodwill for example...
Their not selling a dump off point for your junk!
A place to take my worthless stuff.

Their selling an emotion, you will feel so much joy to clean up your house and help someone else get a fresh start in life.



We will release you from your unwanted clutter. We will set you free!

PLANNING



Basics
April 6-8, 2020

Specifics
April 8-10, 2020



Speaker

Debi Pryde teaches the seminar. For the past thirty years, she has immersed herself in ministry through Sunday School, soul-winning, discipleship, visitation, and counseling. Through those years, she started speaking at seminars and colleges to encourage fellow Christians in the ministry. She is a certified biblical counselor and has authored numerous books and resources. Her greatest burden is to address the problems Christian women face today and her greatest love is to minister to women who have a heart for their family and children.

Basics Biblical Counseling Seminar

The Basic Seminar teaches the basics of biblical counseling and is required before attending any of the Advanced Specific Seminars. Each participant will be challenged to understand the biblical basis for women counseling women, the authority and sufficiency of Scripture, the underlying causes of behavior, the steps of helping women who are engaged in sinful life patterns, and the process of real and lasting change.

Specifics Biblical Counseling Seminar

The Advanced Specific Seminars are designed to address specific problems that are prevalent among women in our churches today. The speaker will take the Scriptures and show how to find help with these specific problems. Some areas discussed include: eating disorders, rebellious children, step-parenting, depression, and chronic bitterness. The Specific Seminar is a four-year curriculum.

Frequently Asked Questions

How long does the conference last?

Basics is a three day conference, Monday morning through Wednesday lunch; Specifics is a three day conference, Wednesday supper through Friday lunch.

What is the cost of the seminar?

The Basics Seminar is \$175. If you attend both the Basics and Specifics Conference, you will receive a \$25 discount. All pastor's wives receive 10% off for each lady from their church who attends.

The Specifics Seminar is \$165. If you attend both the Basics and Specifics Conference, you will receive a \$25 discount. All pastor's wives receive 10% off for each lady from their church who attends.

Who can attend this seminar?

Any woman in good standing with her local church can attend. Those involved in teaching ministries such as mothers, school teachers, deacon's wives, Sunday School teachers, or pastor's wives will greatly benefit from the seminar.

FAQ listings are filled with redundant information that viewer, in a digital age, have already become accustom too.
Therefore, FAQs are not the best way to promo.

PLANNING

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What material do I need?

Notebooks published by Debi Pryde are provided at registration. The course moves quickly, and note-taking from scratch is very difficult. Women who have already taken the Basics course can opt out of purchasing another notebook upon registering. The four year Specifics curriculum requires a new notebook each year.

What are the housing accommodations?

All attendee costs include housing at Camp CoBeAc. Our cabins are warm and spacious, and close to the main camp site. Each cabin has private, modern bathroom and shower facilities. With the long hours of training, we recommend that attendees stay on campus. Attendees will either need to bring bedding or it can be rented for \$12. A limited number of Lodge Rooms are available. These rooms are for 1-2 adults; offer a full/queen bed, linens, and have a private bathroom. There is a \$15 charge for these rooms. Offsite housing is also available. Please contact our office for more information.

How long are training sessions?

Sessions begin around 9 a.m. each morning. Breaks will be taken randomly, and at meal times. Snacks are provided all day, as well as coffee, water, and hot tea. Sessions usually end around 9 p.m.

What if I need to travel by plane?

We have vans that will shuttle you to and from the airport. A \$50 fee is required. Just contact our office to let us know your flight information. Due to scheduling and staffing conflicts, we will only be picking up from the following airports: MBS (Saginaw, MI), Bishop International (Flint, MI), and Gerald R. Ford International (Grand Rapids, MI). This is a change in schedule from previous years, and we are sorry for any inconvenience. Those coming in groups or arriving at the same time as another attendee can split the cost of the shuttle.



Giving the viewer quick and concise queues to quickly allow them to absorb and understand the information so they can make an informed decision.

WOMEN (Counseling) WOMEN

APRIL
6-8 BASICS 8-10 SPECIFICS

BASICS \$175
SPECIFICS \$165
\$25 discount to attend both.

SPEAKER
DEBI PRYDE
certified biblical counselor

Have you ever wondered why women struggle with depression, eating disorders, identity issues, purity, substance abuse and a host of other life patterns?

Engage in the spiritual battle to encourage women in their search for God and truth. Take steps to guide other women into real and lasting change.

Take your next step
cobeac.org/wcw

What one or two sentence explanation will engage the viewer, help them understand why this is important to them and allow them to act on it.

Don't actually say What? Where? When? But these simple answers will give the audience the info they need.

What is the Action?

Key decision
The next step
Be direct





We need to come through the clutter of this age with clear communication.

Design Principles

Best Practices



Best Practices: Commercial or professional procedures that are accepted or prescribed as being correct or most effective.

Principles vs. Trends

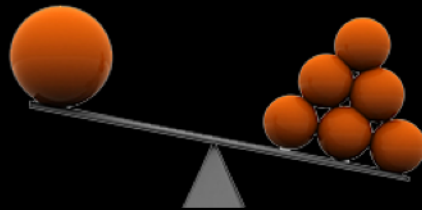


A principle is a basic rule that you can consistently use to making your designs more effect.

A trend is only a technique or a specific pattern that is recently come into popularity. And will just as quick go out of popularity.

1. Balance

distribution of the
visual weight





Vincent van Gogh, *The Starry Night*, 1889
Shape, texture, color, space
130 years ago



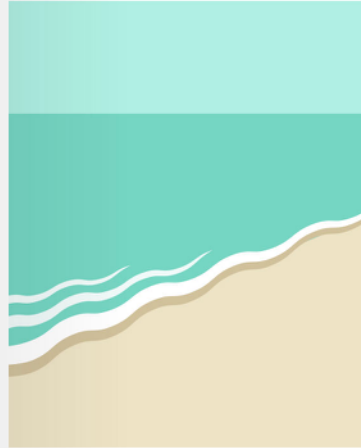
WORLD'S MOST BEAUTIFUL

BEACHES

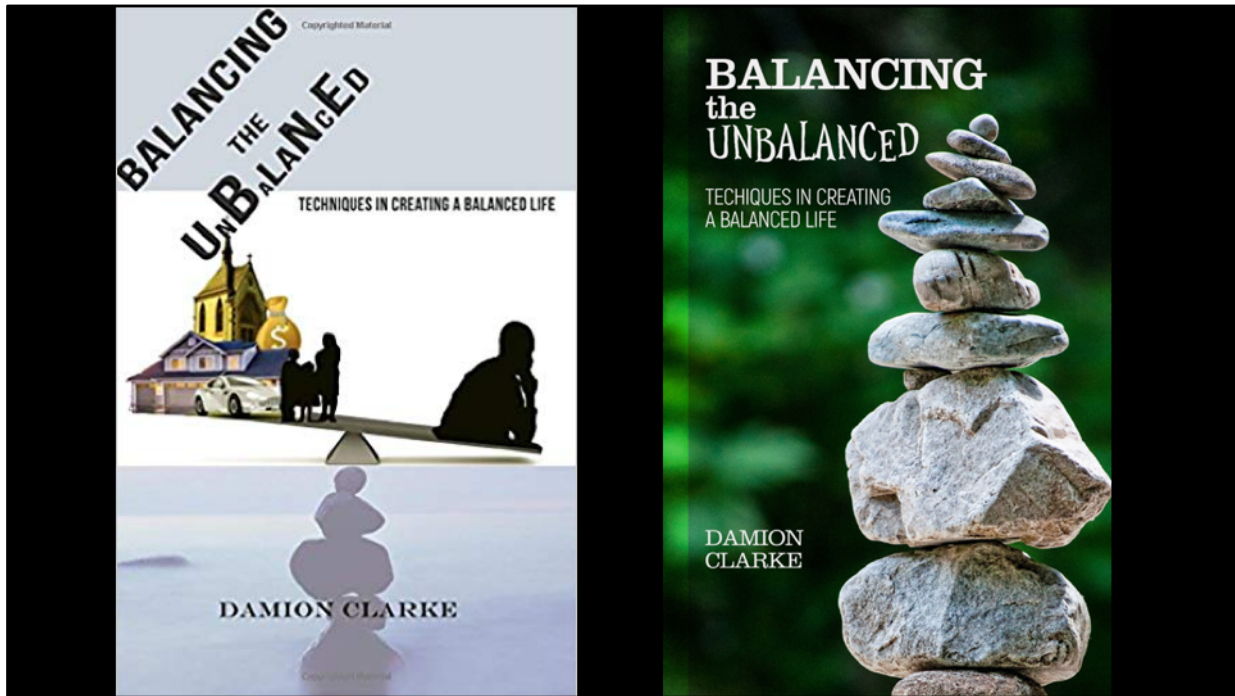
Explore hidden coves, sunlit dunes, sprawling sands, and crystal-clear waves. Start planning your getaway now—you'll want to see these incredible beaches in person.

PHOTOGRAPHY BY DAWUD AMAN

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Mirror Beach, San Junipero, CA

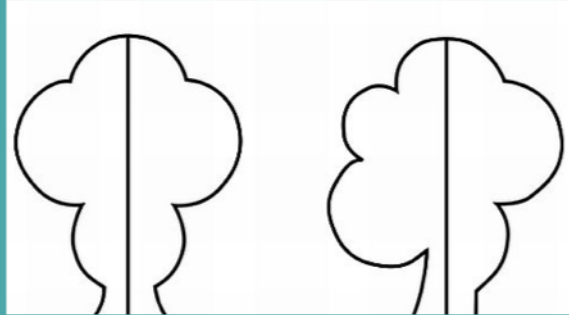


Before and After

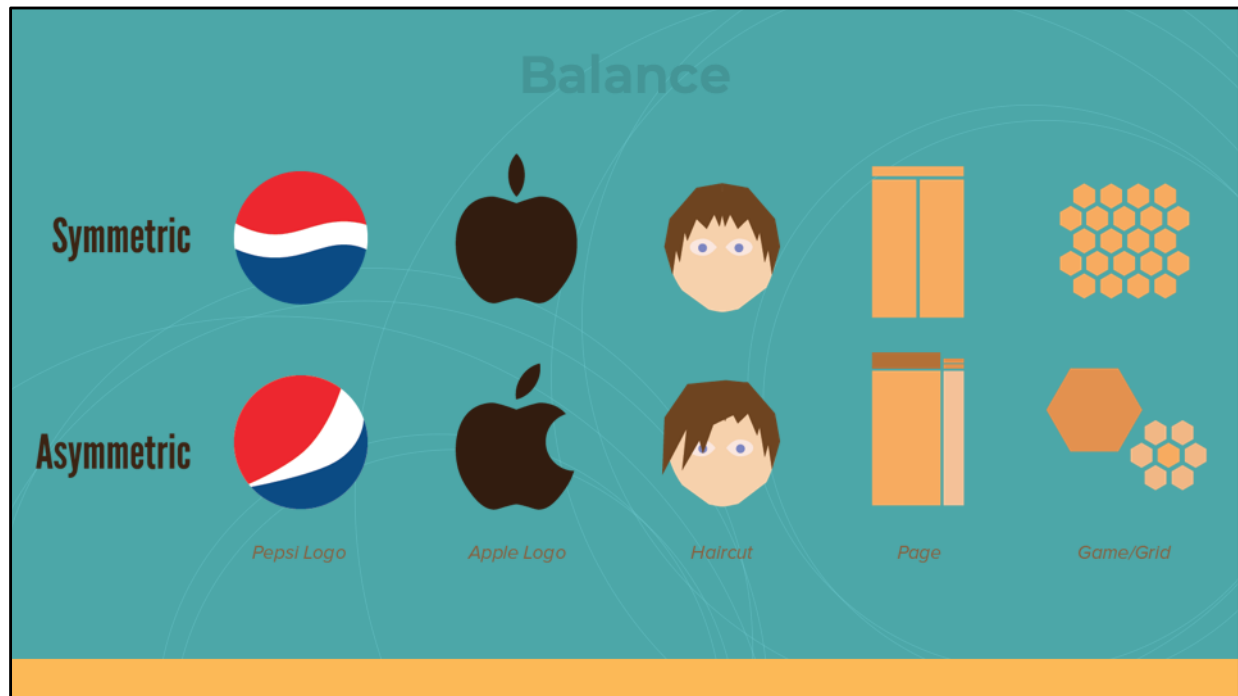


Even distribution of elements

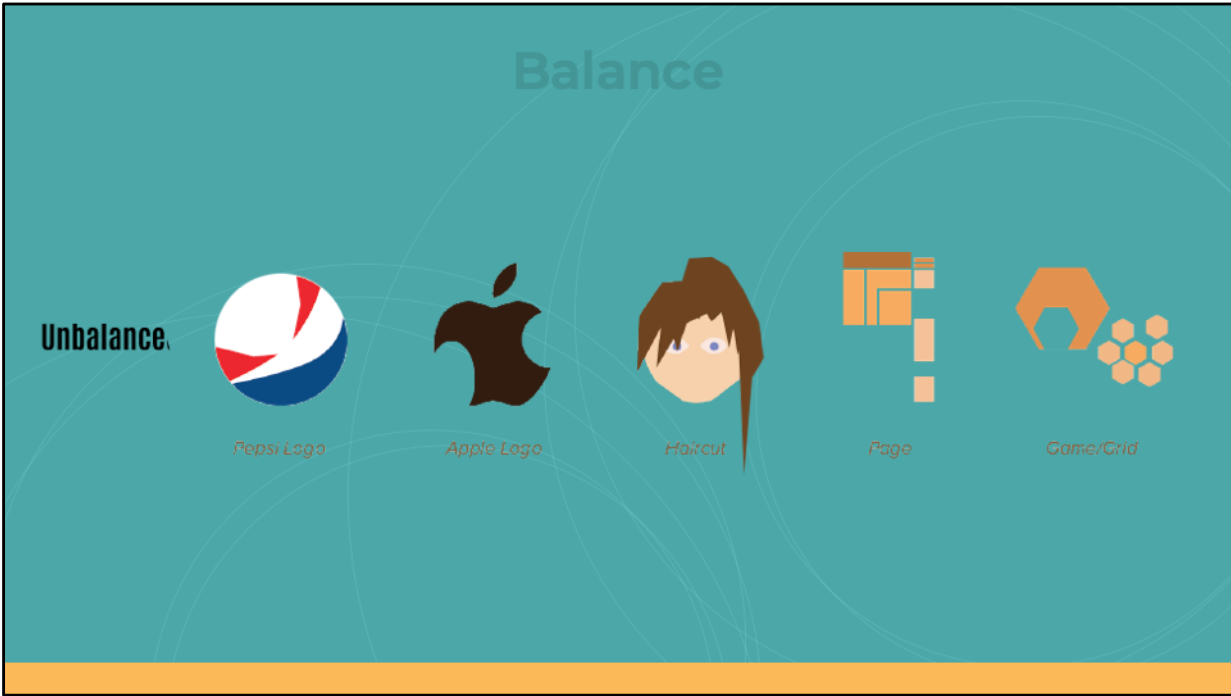
Symmetric vs. Asymmetric



Part of balance in design to symmetry and Asymmetry



Examples



Symmetric



Asymmetric

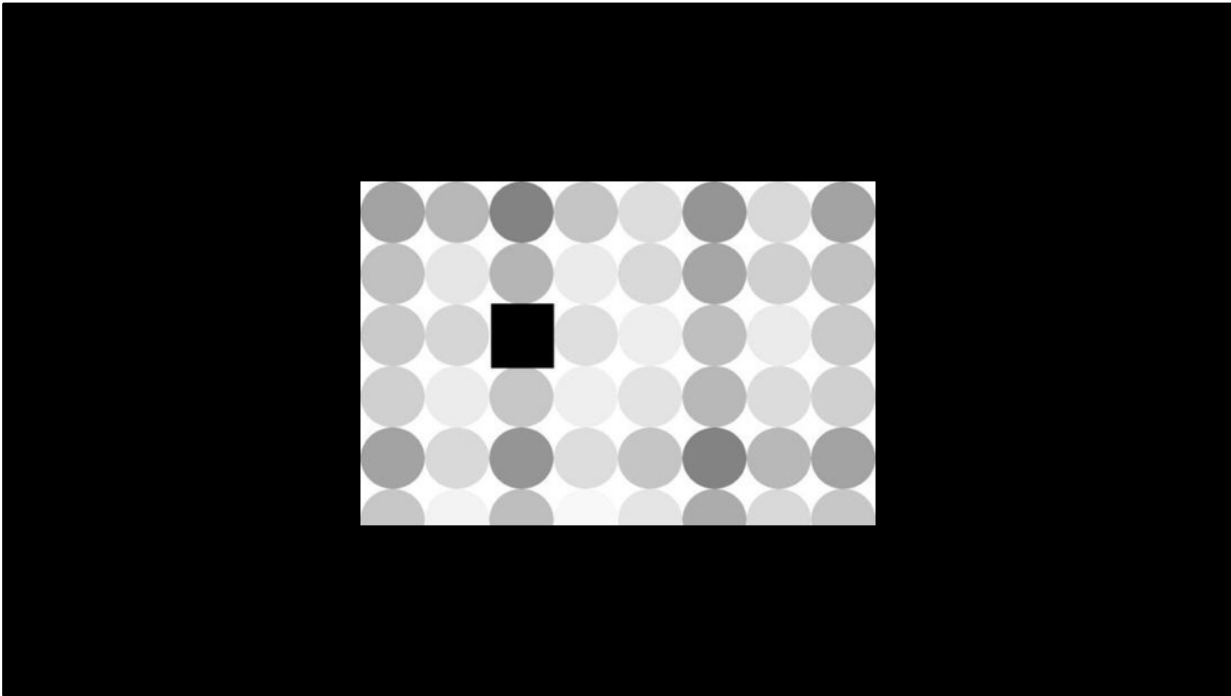


2. Contrast

The arrangement of
opposite elements



light vs. dark colors, rough vs. smooth textures, large vs. small shapes
to create visual interest, excitement and drama.





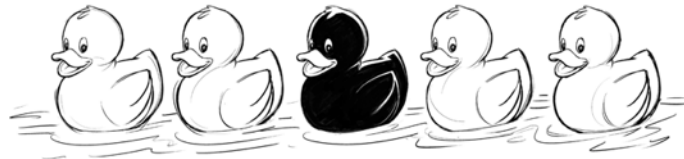
juxtaposition: The extra emphasis given to a comparison when the contrast objects are close together.

DANIEL : *LIVING DISTINCTIVELY*









THE CENTER DUCK DRAWS YOUR EYE MOST. CONTRAST EFFECTS VISUAL WEIGHT.





**Bad
Contrast**

**Better
Contrast**

3. Alignment

The placement of visual elements so they line up in a composition



In design, we use alignment to organize elements, to group elements, to create balance, to create structure, to create connections between elements, to create a sharp and clear outcome.

Do you feel safe on campus? Center for
Residence Life
RIT



Want to?

**Friday April 2nd
SAU 1500 Alumni Room
12:00 PM**

Free Food & Prizes

Learn to keep yourself safe
& talk about crime prevention with
Public Safety & Presenter Tony Yasback.

Before



Food & Prizes

Do you feel safe on campus?

Learn how to prevent crime & keep yourself safe.

Friday, April 2 · 12 p.m

**SAU 1200
Alumni Room**

Center for
Residence Life
RIT

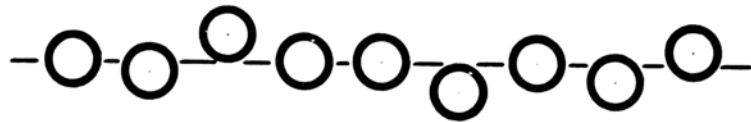
After (warm and fuzzy)



After (dark and scary) 😊



in ALIGNMENT



out of ALIGNMENT



Creating order out of random chance

OPEN PLAN LIFE.

*How space
works.*

*With the rise of startups and
shared spaces, most of the offices
that have been built in the last 20
years have one thing in common,
open plan. We go on to study
these minimal spaces.*



GENSLER.COM

OPEN PLAN LIFE.


How space works.

With the rise of startups and shared spaces, most of the offices that have been built in the last 20 years have one thing in common, open plan.



GENSLER.COM

THE HUNT IS ON!



Teen
Scavenger
Hunt

April 19, 2020

7:00 p.m.-9:00 p.m.

Start the search

faithbaptist.org/teens



4. Hierarchy

Refers to the arrangement or presentation of elements in a way that implies importance.

**LOOK
HERE!**

look here!

This is key!

Visual hierarchy or Emphasis

Visual hierarchy influences the order in which the human eye perceives what it sees. This order is created by the visual contrast between forms in a field of perception. This is a key principle of advertising and promotion.

What?


- Forum with SC Governor Henry McMaster

Where?

- Stratton Hall
Located Near the Welcome Center

When?

- 6pm on Tuesday September 5th



Stay up to date with PPO events by following us on Facebook: @PPOBJU

The Public Policy Organization invites you to attend a free forum where Governor Henry McMaster will address students, the community, and local media.

A question and answer period will follow the forum.

6pm Tuesday September 5th
Stratton Hall

Public Policy Organization publicpolicyorg@bju.edu

Before



Forum with S.C. Governor Henry McMaster

Tuesday, Sept. 5 at 6 p.m.
Stratton Hall (Located near the Welcome Center)

The Public Policy Organization invites you to attend a free forum where **Governor Henry McMaster** will address students, the community, and local media.

Following the forum will be a question and answer time.



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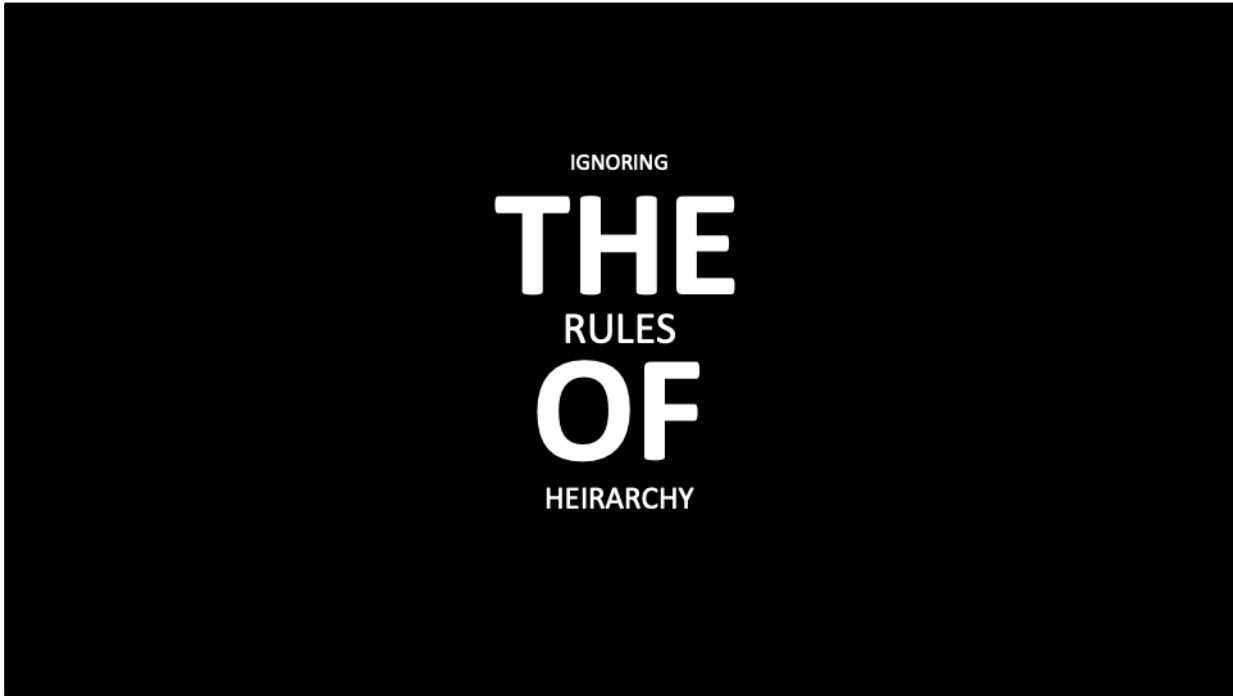
Public Policy Organization publicpolicyorg@bju.edu

After

HIERARCHY

LETS THE READER KNOW

WHERE TO LOOK FIRST.



Bad example ☺

READ FIRST

SECOND

THIRD

AND SO ON



What does you eye go to first?

BETTER THINKING

WITH AN UNDERSTANDING THAT COMES FROM
OBSESSIVE ATTENTION TO DETAIL, OUR OUTSTANDING
CREATIVITY BRINGS YOU AN EFFECTIVE, BESPOKE,
PERFECTLY-DESIGNED RESULT.

01/ DESIGN SIMPLICITY

This is the touchstone for everything we do. Clarity of design and simplicity of use produce the ideal combination of form and function that we specialize in – our websites simply work better all round.

And that includes creating the perfect experience for your users no matter what device they're accessing your site through, whether it be a smartphone, tablet, or desktop computer.





BETTER THINKING

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Discover HOW GOD IS AT WORK IN HIS CREATION

PRESENTING BIBLE/SCIENCE SERMONS, SEMINARS, AND DEMONSTRATIONS

Dr. Matsko's goals are to

- **Present the truth of God's Word** regarding Creation, science and His plan for the universe through preaching, teaching and amazing science demonstrations
- **Assist pastors** by speaking on Bible/science topics, including Creation/evolution and answering questions from the congregation
- **Challenge Christian students** about the importance of science and scientific careers
- **Answer your questions**, like
 - Was there an Ice Age? When?
 - How did Pluto become a traitor to the evolutionary cause?
 - How can the global warming debate be used to glorify the Creator?
 - How should we respond to the growing theistic evolution and progressive creation movements?



Laying out a path for the eye to follow.



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Enjoy STEM with your kids!

S T E M + Biblical Worldview



Camp Infinity Family Camp

JULY 1-4, 2019

Engage with hands-on activities, robotics, drones, and much more. Tour the Creation Museum and the Ark Encounter as a family. Uncover biblical truths regarding science and technology with Camp Infinity. Your whole family will benefit from this family friendly environment of learning.

- Faith based STEM minded kids & families
- Learn from a Christian perspective!
- Fortify your faith not tear it down!
- Learn what your kids love!
- CI provides your family platform for learning!



Start your vacation of learning!
CampInfinity.com/camps



CampInfinity
322 Matthews Drive
Greenville, SC 29609

NONPROFIT
501 (C)(3) ORGANIZATION
GREENVILLE, SC



5. Unity

Refers to the harmony of the design as a whole rather than the sum of its parts or elements



Unity is much like balance in that everything has a place and everything exists in its space comfortably.

IT Always
SEEMS
Impossible UNTIL
IT'S DONE



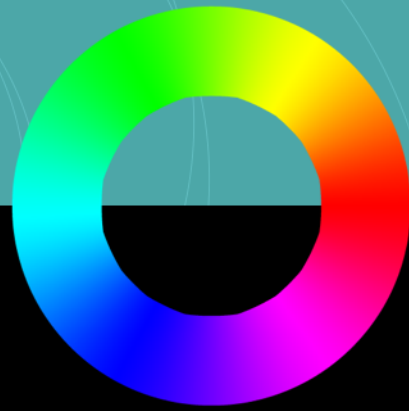






6.Color

Refers to visual mood
of the design.



Can evoke certain emotions

Helps build consistency across multiple mediums

Keeping color consistent across printed pieces, social media posts and anywhere your promotion lives.



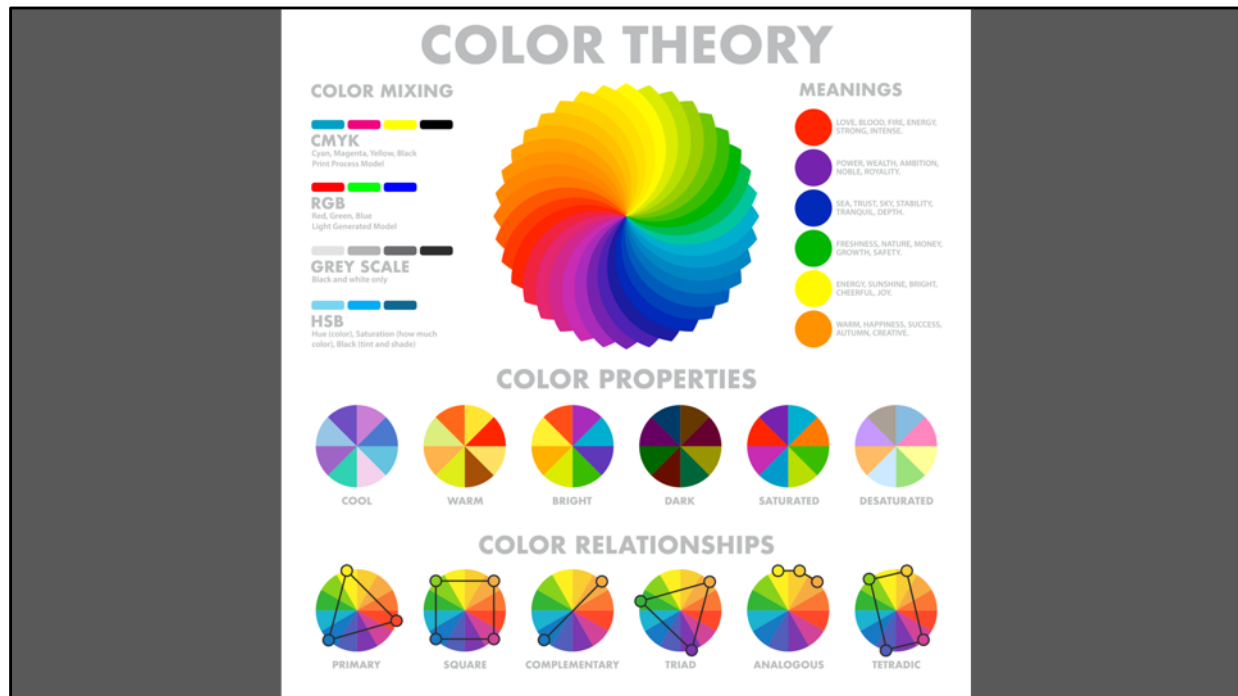
Color can evoke certain emotional response?

However, because personal preference, experiences, upbringing, cultural differences, and context this can muddy the effect individual colors have on us.

Caution should be taken to think that specific colors evoke some sort of hyper-specific emotion.

But there's still plenty to learn and consider if we humbly accept that concrete answers aren't a guarantee.

The key is to look for practical ways to make general decisions about color.



Color theory is both science and art.

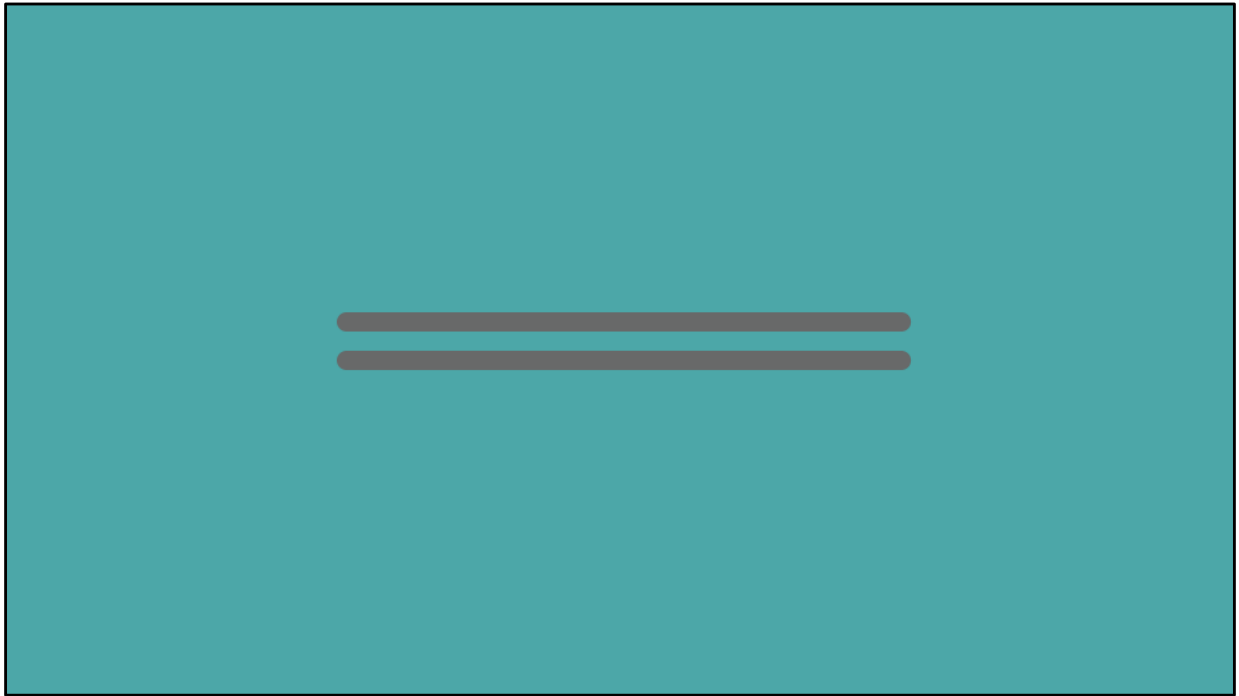
- How humans perceive color
- Visual effect of mixing colors (i.e., colors on the opposite ends of the spectrum work well together)
- Match or contrast with each other
- Color communicates a message
- There are tons of helpful sites for this. See resources on wilds.creativereach.net

7. White Space

The area of a layout or design that do not include anything.



White space—also referred to as “negative space”— is the areas of a design that does not include any design elements. The space is, effectively, empty.



How many lines do you see?



BASED ON THE CLASSIC NOVEL BY GRAHAM GREENE

BRIGHTON ROCK

STUDIO CANAL FEATUTRES BBC FILMS & UK FILM COUNCIL
present a KUDOS PICTURES production a film by ROWAN JOFFE 'BRIGHTON ROCK'
starring SAM BILEY ANDREA RISEBOROUGH ANDY SERKIS with JOHN HURT and HELEN MIRREN
casting GRAHVEN BAC Hat and makeup designer VIANA FREMORAC costume designer JULIAN DAY
music supervisor IAN NEELANDS music composed by MARTIN PHIPPS production designer JAMES MERFIELD
editor JOE WALKER director of photography JOHN MATTHESON co-producer PAUL RITCHIE
executive producers JENNY KORGAKI WILL CLARKE OLIVER COBBISON RON HALPERN JAMES LAURENSEN
based on the novel by GRAHAM GREENE produced by PAUL WEBSTER written & directed by ROWAN JOFFE



STUDIO CANAL BBC FILMS IN CINEMAS SOON kudos  
WWW.BRIGHTONROCKMOVIE.COM

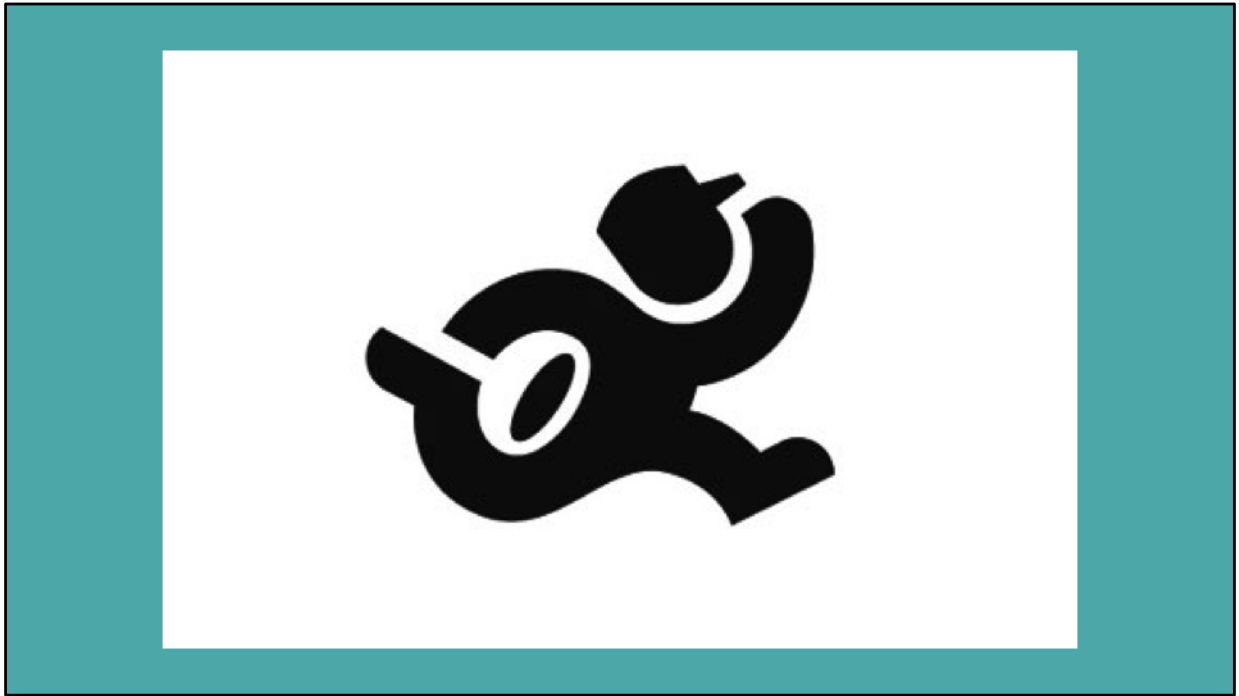




The logo features the word "SHIFT" in a bold, dark blue, sans-serif font. The letter "I" is replaced by a vertical double-headed arrow, with the arrowheads pointing both upwards and downwards. The entire logo is centered within a white rectangular area, which is itself set against a teal background.

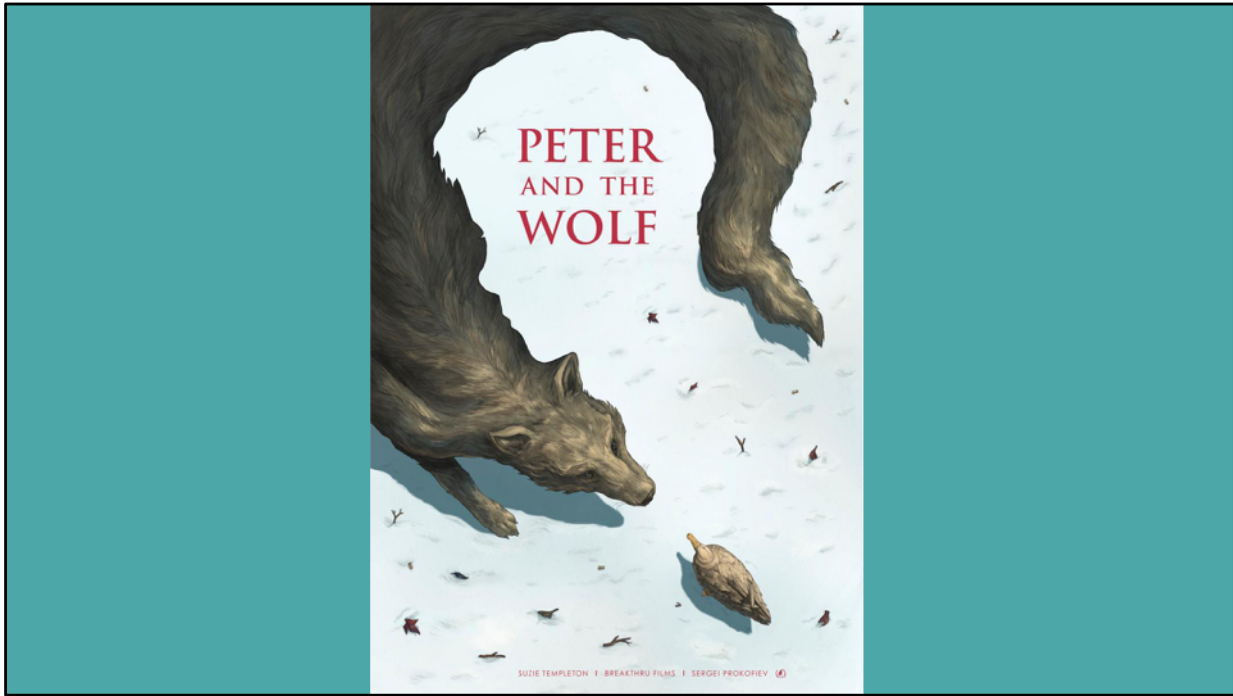
SHIFT







See the arrow? 😊



Common mistakes

*Creative***REACH**

Everything beyond this point was not in the session.

However, my hope is that some of these common mistakes and examples will help you. 😊

Avoid using only words

MIX OR MATCH...YOU CHOOSE!
DO YOU ONLY NEED TO UPGRADE YOUR TOWER???
INTEL CELERON, PENTIUM OR AMD PROCESSORS

**HAVE A CHOICE OF UPGRADING TO THE
BETTER SYSTEMS AT AFFORDABLE
PRICES. AND STILL HAVE A FULL
WARRANTY ON ALL YOUR
HARDWARE!**

CELERON ALL BLACK/SILVER TOWER

ONLY

- INTEL CELERON 3.0 GHZ CPU
- PIVOLUTION
- MICROV 2 BAY DESKTOP CASE
- W/400W PSU (3 YEARS)
- PIVOLUTION SOCKET P75
- MAINBOARD (LAN VIDEO)
- SAMSUNG 15" DUAL VIEW USUAL
- LAYER FORMAT BURNER
- 512 MB DDDR 400MHZ RAM
- MULTIMEDIA KEYBOARD &
- OPTICAL MOUSE
- 50A MATCHING SPEAKERS
- 50A INTERNAL MODEM
- 80GB SATA2 7200 RPM
- HARD DISK DRIVE

**COMPLETE WITH SYSTEM
ASSEMBLY ONLY \$1295.00***

PENTIUM ALL BLACK/SILVER TOWER ONLY

- INTEL PENTIUM 4 3.0GHZ PROCESSOR
- MICROV 2 BAY DESKTOP CASE W/400W PSU
- PIVOLUTION SOCKET P75 MAINBOARD (LAN VIDEO)
- SAMSUNG 15" DUAL VIEW USUAL LAYERFORMAT BURNER
- 512 MB DDDR 400MHZ RAM
- MULTIMEDIA KEYBOARD & OPTICAL MOUSE
- 50A INTERNAL MODEM
- 80GB SATA2 7200 RPM HARD DISK DRIVE

COMPLETE WITH SYSTEM ASSEMBLY ONLY \$1395.00*



COMPUTE-2-U
GLOBAL BRANDS, PERSONAL SERVICE!
www.compute2u.com.au
Quality Service Australia
Honey Bee

AMD - \$1295.00
Jump In with Last System!

**COMPLETE WITH SYSTEM
ASSEMBLY ONLY \$1295.00***

**ADD A 15" TFT FOR \$275 (one per system) - ADD A 19" WXGA
WIDESCREEN TFT FOR \$350**

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WIDESCREEN TFT FOR \$350**

**ADD A 15" TFT FOR \$275 (one per system) - ADD A 19" WXGA
WIDESCREEN TFT FOR \$350**

*SAMS - SPIN OFF: OTHER TIMES BY APPOINTMENT
 MADE DURING BUSINESS HOURS.
 2% SURCHARGE ON CREDIT
 CARDS EFTPOS AVAILABLE

How to send mail at 670,000,000 mph.

There are more people in more places doing more things with Apples than with any other personal computer in the world. Obviously, one ad can't tell the whole story. But it can explore just one of the things that can make an Apple® Personal Computer meaningful to you, personally. It's called "electronic mail."

Which, simply stated, is a quick and inexpensive way of sending any information, anywhere, anytime.

Put your computer on the phone.
For the six dollars it costs to produce and mail a typical business letter, you could easily splurge on a party melt and Perrier at The Blue Turtle. Or you could send the same letter for about 1/12 the cost using electronic mail.

This new technology enables your Apple to send or receive any correspondence to any compatible computer over standard phone lines. The same ones your voice has been using for years.

So there's no costly hook-up expense. All you need is an Apple and a device, called a modem, that translates the computer's electronic codes into fast phone signals. Which, in turn, can actually move messages at about the speed of light. Versus the speed of the U.S. Mail. And not just letters. But memos, messages right on the screen. So you can edit at the last minute. Or make corrections on incoming mail, and send it on to another department. Another office. Another company. Or any compatible computer anywhere.

It can even record the date and time of all transactions. Sort, file or "data banks" provide Apple users with access to a wealth of services and information.

So you can use your Apple to obtain stock quotes, make travel arrangements, scan The New York Times, or tap into an electronic encyclopedia for detailed answers.

Like the first C-Blue Micro-Center has mailboxes — Mail them. In a single instant, different people, the numbers appear in a box square. You can send the same letter to everyone at once or to a selected few, or even print one to one.

charts and graphs, stock reports, VisiCalc® reports, weather reports or whatever.

To one address. Or, just as easily, to a hundred.

24-hour postal service.
Depending on the software you use, your Apple Personal Computer can perform a number of unusual postal chores.

Functioning, for example, as a 24-hour-a-day mail room.

Automatically sending and receiving messages, unattended, even late at night (when phone rates are lowest).

So, instead of paying an overnight service nine dollars to rush a four-page report from Waukegan to Waukegan, you can have it sent electronically — anytime during the night — for less than 40 cents.

Your Apple will also let you revise print them out. And keep a running directory of up-to-date addresses.

Dialing for data.
Your Apple can also access larger computers that function as electronic postal centers. They offer subscriptions a central electronic "mailbox," and a number of message handling services. But that's not all. These same

to diverse queries (if you wish, it can even provide you with floor plans of Czechoslovakian hospitals).

Save your stamps.
If any of the above interests you, just drop in on any of the over 1300 authorized Apple dealers.

They'll be delighted to show you how electronic mail works. And how Apple has more software to support it than any other personal computer (even the popular Apple Access III and Micro-Cosmos programs).

But electronic mail is just one of the marvelous things you can do on an Apple. One of thousands. So let your Apple dealer tell you all about it. We think you'll get the message rather quickly.

apple
The most personal computer.

Call (800) 538-0898 for the location of the authorized Apple dealer nearest you, or for information regarding computer purchases through our National Account Program. In Calif. (800) 662-9128. Or write Apple Computer Inc., Advertising and Promotion Dept., 17531 Marlin Ave., Cupertino, CA 95014. Mac is a registered trademark of Apple Inc. © 1983 Apple Computer, Inc.

1983 ad for Apple's first personal computer. Which tanked.



Next time they created an ad campaign

Poor Readability





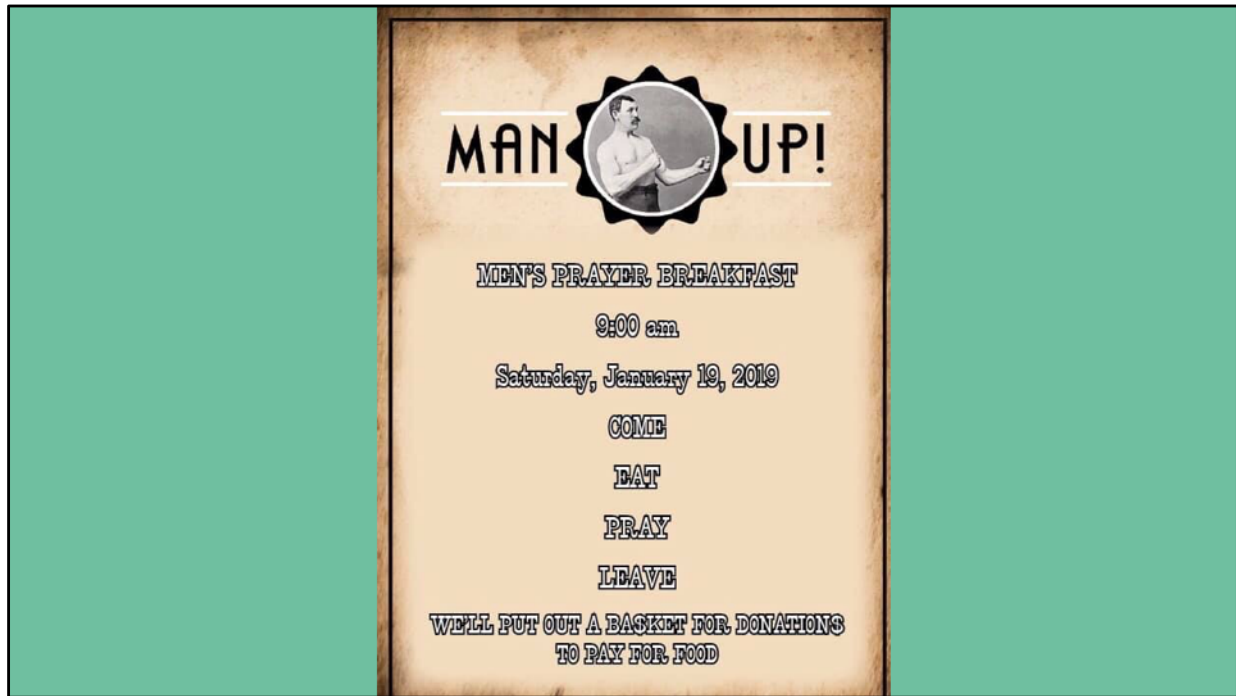
Lever Interactive is a full-service online marketing company specializing in performance-based marketing management. With a focus on search engine marketing, Lever Interactive combines the experience of seasoned search and online professionals with the latest in advertising technologies. With over 15 years of direct and interactive marketing know-how, the team at Lever Interactive provides leading expertise in today's most advanced online marketing opportunities.

↑ Very hard to read



A grasshopper began to chirrup in the grass, and a long thin dragonfly floated by on its brown gauze wings. Lord Henry felt as if he could hear Basil Hallward's heart beating, and he wondered what was coming.

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Before



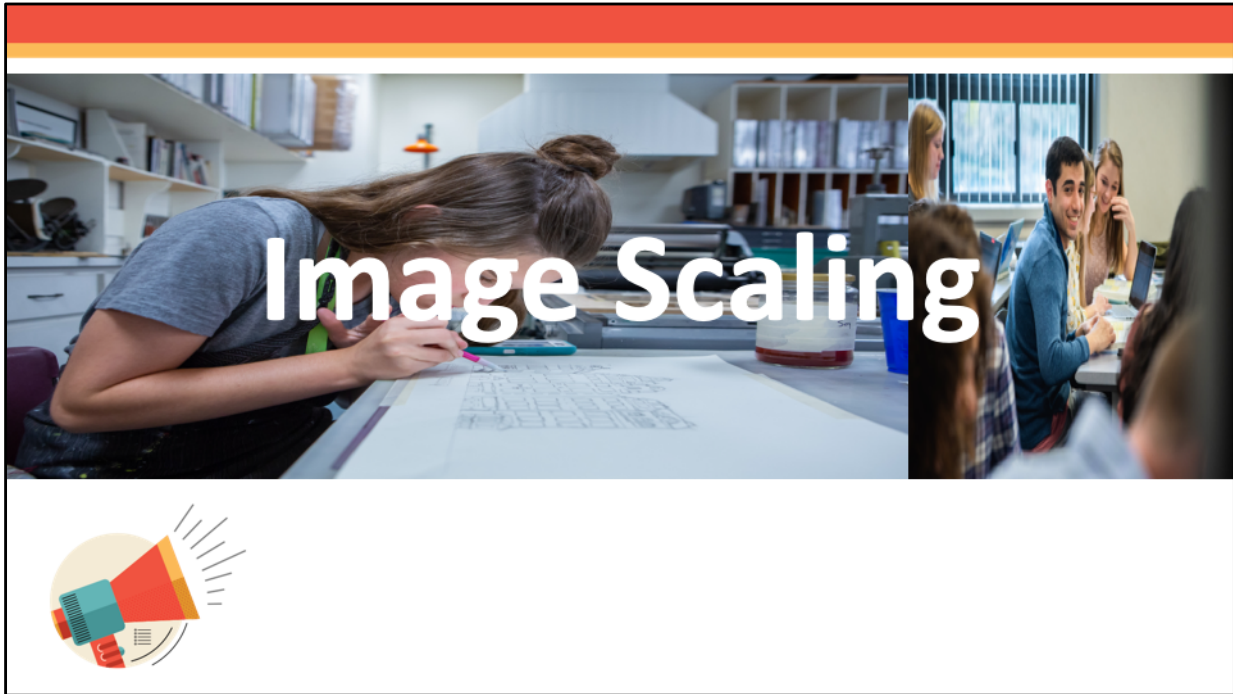
After

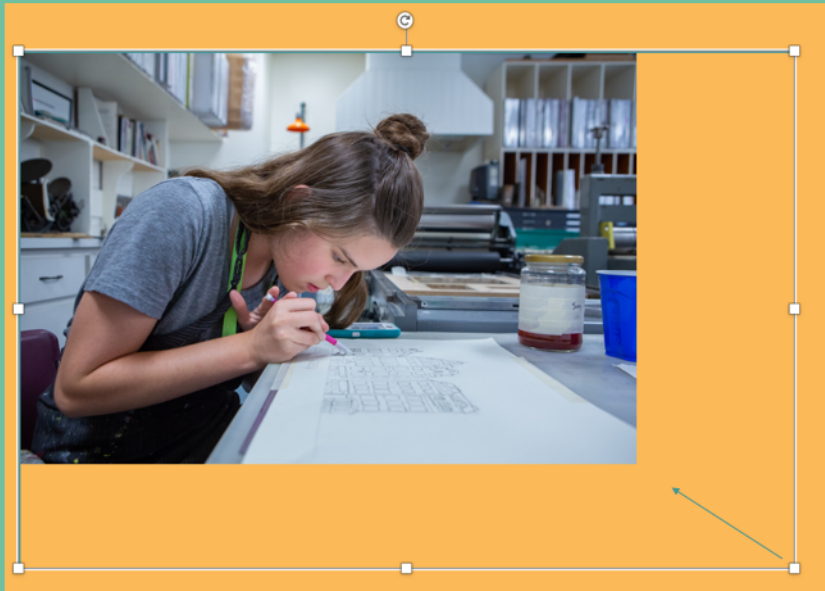
Ensure High Contrast for Text Over Images

*Text that is not purely decorative or part
of a logo should have a **contrast ratio
of at least 4.5:1***

nngroup.com

NN/g





Hold Shift – Click and drag

Too *Many* Fonts





Use *just* one
more font *please*

BAD DESIGN
RUINS
GOOD ADS

Fonts are the complete set of characters that comprise a given typeface. Using too many fonts gives the design a disorganized and unprofessional appearance. Don't be a #designfail

This Good Design
Service Announcement
is brought to you by:



Serif

San serif

ROMAN GOTHIC

Easy way to remember:

Roman

Vs.

Gothic

Typos





Proofread
Proofread
Proofread

The best advice is to read everything backwards?
Check URLs are working
Fact check

EXAMPLES

CITIZEN IMPACT 2019 ANNUAL CONFERENCE

Thursday, August 22, 2019



Berean Baptist Church, Lilburn

Practical conference on
what “regular” citizens can
do to protect and defend
our religious liberties.



CitizenImpactUSA.org

Keynote Speaker: Attorney Jeremy Dys, First Liberty Institute

Before

Citizen Impact 2019 Conference

Protecting & Defending Your Religious Liberties

Thursday, August 22 | Berean Baptist Church, Lilburn

CitizenImpactUSA.org

Attorney Jeremy Dys

*First Liberty Institute
Plano, TX*



After

Christian High School Scenario

Who: All high school students

What: ACT Test Preparation Seminar

Specific: HS Students looking for a career in
STEAM = Science-Technology-Engineering-Arts-Math

Where: At the H.S. facility

When: Sept. 13, 8:30–11:55 a.m.

How: Representatives from BJU
will teach the seminar

Scenario

135 For all real numbers a and b , $(3a + 2b)^2 = 9$

A. $6a^2b^2$

B. $6a^2 + 4b^2$

C. $9a^2 + 12b^2$

D. $9a^2 + 12ab + 4b^2$

E. $9a^2 + 12ab + 4b^2$

136 For all real numbers a and b , $2a + 3b = 7$

A. $13 \leq b \leq 2$

B. $7 \leq b \leq 13$

C. $13 \leq b \leq 7$

D. $7 \leq b \leq 13$

E. $13 \leq b \leq 7$

MATH ACT TEST PREPARATION SEMINAR

Feeling overwhelmed thinking about
taking the ACT and wondering
if you will remember everything you've learned
in math class?

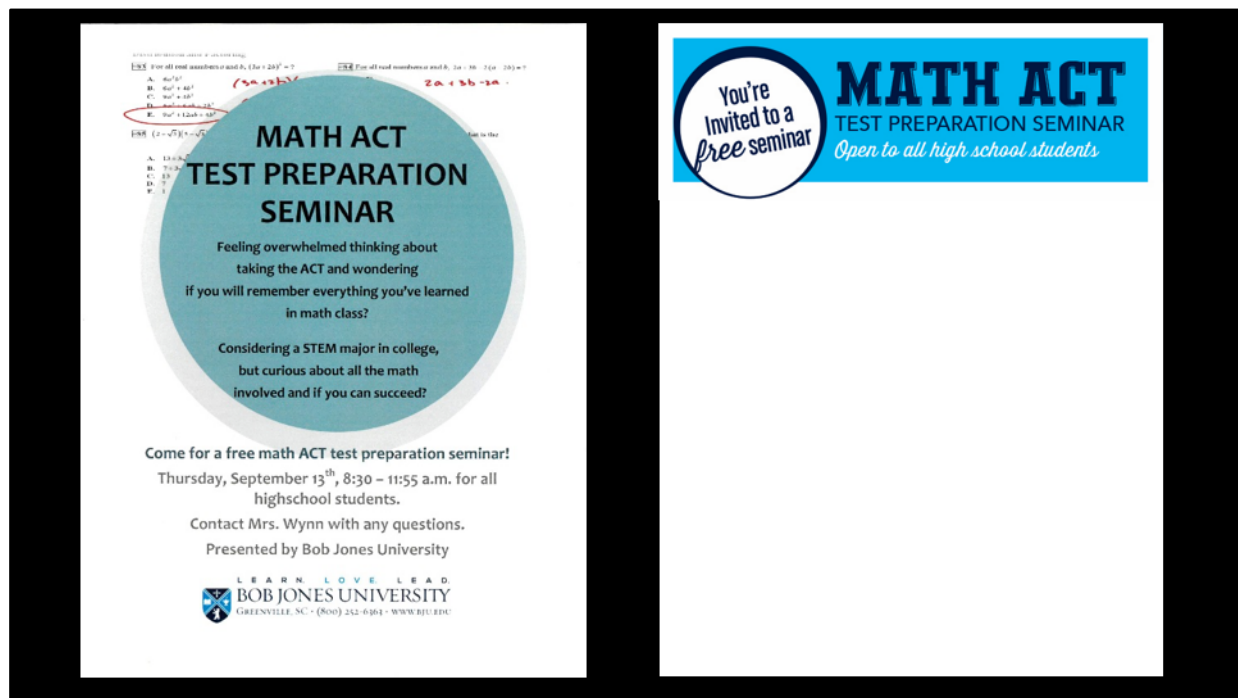
Considering a STEM major in college,
but curious about all the math
involved and if you can succeed?

Come for a free math ACT test preparation seminar!
Thursday, September 13th, 8:30 – 11:55 a.m. for all
highschool students.

Contact Mrs. Wynn with any questions.
Presented by Bob Jones University

LEARN. LOVE. LEAD.
BOB JONES UNIVERSITY
GREENVILLE, SC • (800) 252-6361 • WWW.BJU.EDU

Before



Building a better poster with the questions from the beginning of this presentation.

133 For all real numbers a and b , $(3a + 2b)^2 = 7$

134 For all real numbers a and b , $2a + 3b = 7$

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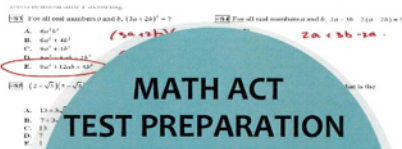


MATH ACT

TEST PREPARATION SEMINAR

Open to all high school students

Feeling overwhelmed about taking the ACT test?
Will you remember everything you learned in math class?
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THURSDAY, SEPT. 13
8:30–11:55 a.m.

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 C. $9a^2 + 4b^2$
 D. $9a^2 + 12ab + 4b^2$
 E. $9a^2 + 12ab + 4b^2$

134 For all real numbers a and b , $2(a + 3b - 2a) = 7$

A. $13 + 6b$
 B. $7 + 6b$
 C. 13
 D. 7
 E. 1

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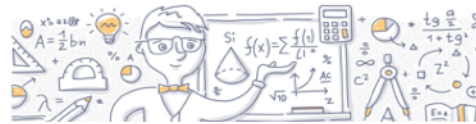
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Church Scenario

Who: Teen-Adult Men

What: Men's Retreat

Where: Indiana Baptist Church

When: Saturday, Nov. 2, 9 a.m.-4 p.m.

How: Speaker Andy Gleiser

Scenario



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Looking for a spiritual recharge?

Join us for our annual



Looking for a spiritual recharge?

Join us for our annual

MEN'S RETREAT

**Saturday,
NOVEMBER 2**



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MEN'S RETREAT

**Saturday,
NOVEMBER 2**



Speaker:
Andy Gleiser

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