

## Business Publications

In today's information age, society has become desensitized to words and prose that require more than a cursory glance to comprehend.



- Readers must instantly recognize that a message is important enough to warrant further investment of their time.
  - Information that is delivered must be arranged attractively and consistently in the publication, accurately presented, and concisely stated.
  - Information must be delivered with a hook that will grab the reader's attention.
  - Selection of an appropriate type of publication to deliver a message is dependent upon:
    - knowledge of design principles,
    - characteristics of the target audience,
    - and the desired effect of the communication.
- I) **DESIGN PRINCIPLES** – RULES FOR CREATING EFFECTIVE PUBLICATIONS. WHAT MAKES A PUBLICATION STAND OUT, ELICIT EMOTION, AND PRODUCE A REACTION?
- A) **Balance** – graphics don't overpower text and the page is not too heavy on one side or the other
- B) **Alignment** – justification of elements. Related items should be justified the same to emphasize their relationship to each other. Arrange text in a logical flow (left to right) to enhance readability. Use a consistent alignment for text throughout – left or right justified or centered. Titles centered and text left justified, for example
- C) **Repetition/Consistency**
- 1) Color scheme – maintain a consistent color scheme throughout publication that is appropriate for the intended mood and behavior response from the audience
  - 2) Font scheme – Specific font, size, and style for headings, subheadings, and body text.
    - (a) Use a serif font for headings and a sans serif for the body or visa versa to make a distinction between them
    - (b) The use of all capital letters decreases readability
    - (c) Use a font that is appropriate for the message of the publication
      - (i) A comic sans font is more appropriate for a birthday party publication than one on rules of conduct
  - 3) Graphics – use a consistent format throughout the publication.
    - (a) Use either all cartoon-like images or all high quality photo images
    - (b) Photographic images of surfers catching waves are more appropriate than cartoon images of beach chairs and sun tan lotion for a newsletter about a surf club.
- D) **Contrast** – Where is the reader's attention focused first? Emphasize the most important objects of the publication with color and size.
- 1) A distinct contrast of appearance should separate the headings from the body.
  - 2) Is the text color sufficiently lighter or darker than the background color so that it is easy to read and stands out?

- E) **Proximity/Unity** – the distance between elements on a page. Used to demonstrate a relationship or lack of a relationship between elements
- 1) Graphics should be placed in close proximity to the text they support.
  - 2) Is there uniform and appropriate space between the headings and the body?
- F) **White Space** – the blank or negative space on a page that is used to give the reader’s eyes a break. White space does not have to be white.
- II) **THE TARGET AUDIENCE** KNOWLEDGE OF THE TARGET AUDIENCE IS CRITICAL TO EFFECTIVE COMMUNICATION THROUGH PUBLICATIONS. THE IDENTIFYING CHARACTERISTICS OF THE TARGET AUDIENCE PROVIDE THE “HOOKS” FOR GRABBING THEIR ATTENTION BY APPEALING TO THEIR AGE, ABILITY, SPECIAL INTERESTS, AND GROUP MEMBERSHIP.
- A) **Age** - What is the general age of the target audience?
- 1) Is the publication being prepared for young children to entertain them and tell a story at a birthday party?
  - 2) Is it for a classroom to inform students about a topic?
  - 3) The age of the target audience will assist in choosing design elements that will be used in the publication.
- B) **Educational background** - What is the general age of the target audience? Does the audience share common interests, such as knitting, doll collecting, or kayaking?
- C) **Interests** – Does the audience share common interests, such as knitting, doll collecting, or kayaking?
- D) **Group Memberships** – Does the audience share similar group memberships, such as Boy Scouts, FBLA, sororities or fraternities?
- III) **PURPOSE OF PUBLICATION**
- A) **Communicate contact information** for a business or individual that often includes the name, address, phone numbers, email address, web address, and a logo or picture. Two publications with **common information**:
- 1) **Business card** – A business card is a publication that contains contact information for a business or individual.
    - (a) Used to help recipients remember you or your business and typically includes the contact’s name, company, logo, address, telephone and cell phone numbers, email address, and fax number Some cards include a personal photograph
  - 2) **Letterhead stationery** – the phrase letterhead stationery implies the use of a heading at the top and sometimes also at the bottom of a letter
    - (a) Used by businesses, organizations, or individuals to communicate a message and relay contact information
- B) **Advertise, Educate, Inform** about an event, product, or idea
- 1) **Flyer** – used to advertise a one-time upcoming event such as a play or PTSA meeting
    - (a) Typically used to convey information that is **temporary in nature and has a short life span**
    - (b) Advertises a single event and is used for a one-time
  - 2) **Brochure** – used to inform or advertise, such as a description of the AP program at a school or the pathways within each career cluster

- (a) Provide information, educate, or advertise a specific topic or product A more long-term nature than that of a flyer
  - (b) Describe a single entity in detail such as a course or a product or service
  - (c) More long-term nature than that of a flyer
- 3) Newsletter – used to provide informational updates to a specific club, group, or organization on a regular basis – weekly, monthly, or quarterly
- (a) Describe a variety of events over a specific time period
  - (b) Usually tailored to a specific group