NAFSA Region III Conference Denim & Diamonds in Dallas



Design 101: Gems for a Successful Campaign

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Step-by-Step Guide to Get Started:

- I. Vehicle/Medium
- II. Budget
- III. Deadline
- IV. Resources



I. What Vehicle/Medium Will You Use?

- Decide on a vehicle/medium to advertise your event. What will work best for your event?
 - **Print Materials** flyers, posters, banners...
 - Web/Internet social networking sites, blogs, university/department homepage, e-newsletter...
 - Video/Slide Show YouTube, electronic bulletin boards...



II. What is Your Budget?

- Consider how much money is available
- Determine which medium is best for you
- Budget would determine what you can/cannot do
- Consider who will produce/design
 - Would you have to pay extra?



III. What is Your Deadline?

- When is the big event?
 - Always consider the time needed to produce the materials – flyers, posters, banners, etc.
 - What is the turnaround time for the production of these materials?
 - Does anything need to be mailed? RSVP?

Tip: it helps to schedule backwards



IV. Know Your Resources

- Who will design the materials? You? Another staff member? Student Assistant?
- Recruit talented students willing to assist
- Collaborate with other offices/departments;
 e.g. College of Visual Arts and Design
- Where will your print materials be produced?
 - Office?
 - University printing services?
 - External resources? Kinko's, Cooper's Copy & Printing?



V. Other Tips

- Always keep an open communication with all persons involved
- Never assume always be clear & descriptive, especially for any specific instructions
- Get permission when using photos
- Acknowledge people or departments
- Follow university guidelines
 - Use of logos, fonts, colors, photos, etc.
- Proofread, proofread!



Basic Design Tips (when creating a campaign)

- 1. What is an (advertising) campaign?
 - Coordinated series of materials/advertisements,
 in our case, an event, that:
 - Focus on a common theme;
 e.g. International Week
 - Stylistically similar in design that creates a visual package
 - Directed at a particular/targeted audience
 - Has a specific goal
 - Is long term lasts weeks, months, even years

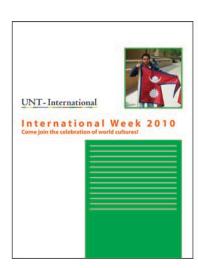


Visual Hierarchy

- Main Headline should be the largest
- Avoid wordy body copy
- Use imagery; photos or illustration high quality
- Be watchful of your use of color











Keep the Information Tidy

- Using a grid pattern will help you organize your design
- Grids are very helpful in keeping your layout consistent



3 Grid Layout



2 Grid Layout



Keep the Information Tidy (con't)

- Use graphical elements like boxes & lines/rules
- Don't go wild with the fonts adjust spacing when necessary, avoid using CAPITAL letters

International Week 2010
Come join the celebration of world cultures!

International Week 2010
Come join the celebration of world cultures!



Be Consistent

- This is very important as it strengthens people's awareness of your campaign
- Doesn't mean that every piece needs to look exactly the same
- Use of visual hierarchies, such as; fonts, images, color, logos, etc. – stylistically similar.





2007 International Week T-Shirt



International

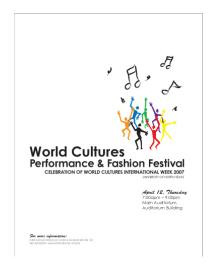


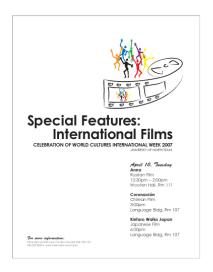
3x8 Banner (Indoor)

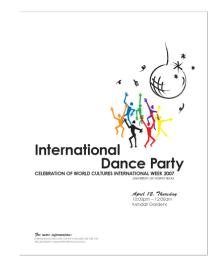


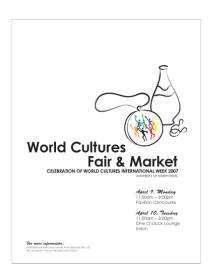
3x10 Banner (IOutdoor) with International Week Schedule











Flyers/Posters (Daily Events)



International





Pennants of Daily Events





Colorful Pennats also used to make flags for the banquet centerpiece





April 10. Tuesday, 7:00 pm
Tuesa, Silver Eagle Suite

BITERNATION OF WORLD CULTURES
INTERNATIONAL WEEK 2007

Banquet Ticket



Bookmark

Performance Booklet



International



3x8 Banner (Indoor)



Pennants



3x10 Banner (Outdoor)





Performance Show Program Booklet



3x8 Banner (Indoor)



Banquet Ticket











Flyers /Posters

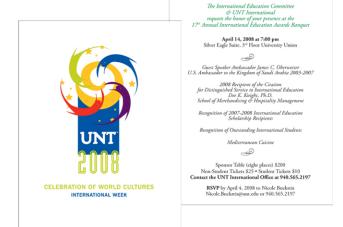




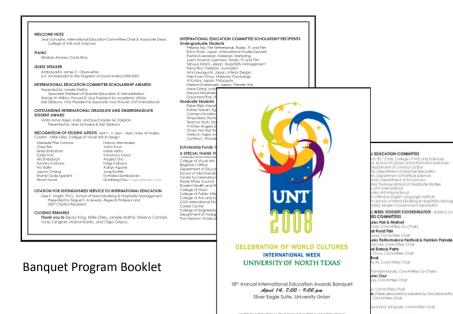
2008 International Week T-Shirt



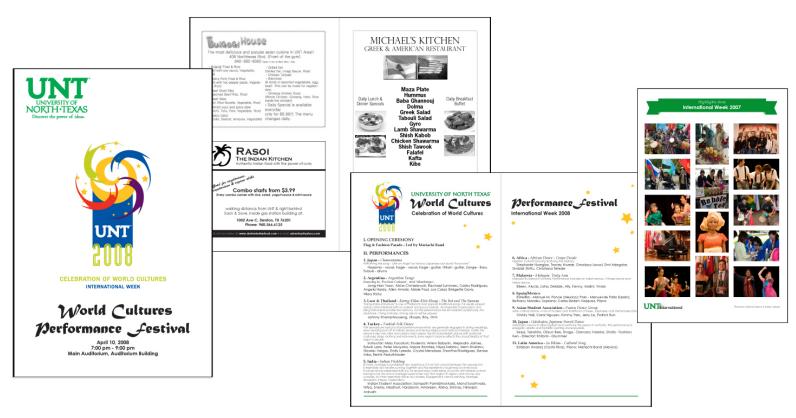
International



Invitation







Performance Show Program Booklet



International









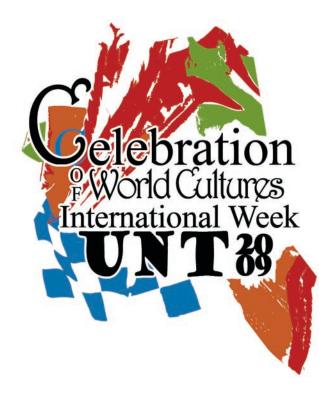
Banquet Invitation

Banquet Tickets



3x10 Banner (Outdoor)





Original International Week Logo Design from Art Student



Revised





2009 International Week T-Shirt

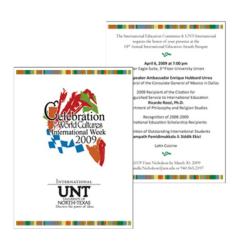


International

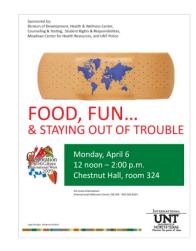


4x6 Napkin Holder Inserts





Reception and Banquet Invitations

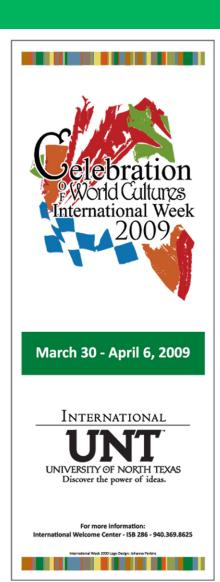




Flyers/Posters



International





3x8 Indoor Banner & 3x10 Outdoor Banner with International Week Schedule



International



3x8 Banner (Indoor)



8.5x10 Flyers





4x6 Cards (Napkin Holders)



2009 T-shirt



4x5 Invitations (Reception/Banquet)



Thank you.