



# **Newsletter Design, Layout and Content Tips**

Entry Name: \_\_\_\_\_

## National Corvette Museum Newsletter Competition Score Sheet

**Vital Information:** Each category is worth 1 point; Maximum of 10 points in this section.

1	Newsletter Title on Front Page	
2	Editor's Name and Contact Info within Publication	
3	Club Logo on Front Page	
4	Table of Contents contained in Newsletter	
5	Board of Director's Contact Information contained in Newsletter	
6	Date, time and location of regular meeting contained in newsletter	
7	Pages numbered	
8	Return address contained in newsletter	
9	Calendar and/or upcoming events contained in newsletter	
10	President's message or article contained in newsletter	

**Overall Appearance & Presentation of Newsletter:** Each category is worth up to 5 points; Maximum of 25 points in this section.

11	First Impression: General impression the newsletter gives the reader. Is it legible, neat and attractive	
12	Quality and readability: Is everything well-written? Does the newsletter sustain reader interest?	
13	Design: Is it well designed? Does there appear to be a master design plan and is it followed? Is it pleasing to the eye? Is color used appropriately? Is information presented in the most readable fashion?	
14	Balance: Is there a variety of information? Is there a good balance between past and future events? Is there a good mix of long and short articles? Is there an orderly and interesting arrangement of subjects?	
15	Photos, graphics and clip art: Are they used appropriately? Do illustrations fit the subject or are they just filler?	

**Mechanical:** Each category is worth up to 5 points; Maximum 30 points in this section.

16	Masthead: General impression of masthead (attractive, overall appearance, first impression and layout of masthead).	
17	Neatness: Are copies cleanly printed? Are margins appropriate? Is there good use of white space?	
18	Page numbering: Are pages numbered in a consistent way?	
19	Font selection: Does the choice of fonts and size make the newsletter easy to read? Are fonts appropriate for the text? Are too many fonts used?	
20	Spelling: Is it evident that the newsletter was proofread carefully? Are all words spelled correctly?	
21	Grammar: Is proper grammar used throughout the newsletter?	

**Legibility:** Maximum 5 points in this section.

22	Are the articles informative, enlightening and easy to understand? Fonts easy to read size, article titles, table of contents. Masthead: General impression of masthead (attractive, overall appearance, first impression and layout of masthead).	
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**Informative:** This is the most important function of the newsletter. Maximum 20 points in this section.

23	Content of the newsletter. Does it keep the members informed of the events that are planned, meetings and other helpful items? (Helpful phone numbers, calendar of events, accurate information, important news, events, club officers represented, information about the club and the membership.)	
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**Corvette Museum Promotion:** Maximum 10 points in this section.

24	Does the newsletter promote events, activities and offerings of the National Corvette Museum?	
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**TOTAL POINTS EARNED (100 Maximum) \_\_\_\_\_**

Judges Comments: \_\_\_\_\_

\_\_\_\_\_

# Design & Layout

## Fundamental Elements and Principles of Design are:

- Line
- Texture
- Balance
- Unity
- Shape
- Color
- Emphasis
- Space
- Volume
- Format
- Rhythm

## Why do we need creative design and layout?

- 1) To make boring material more interesting
- 2) To have a visual representation of something
- 3) To draw attention to our work
- 4) To communicate an idea

## About Color – Suggestions

- 1) Choose colors appropriate for your design concept
- 2) Make sure the colors will enhance the readability of the type
- 3) Examine the amount of color in your design. Is there enough contrast to create visual impact?
- 4) Create color sketches (i.e. change colors used in the project) to see which colors look best
- 5) Remember when designing on a computer that colors may appear differently when printed
- 6) Keep complimentary colors in mind

*Complimentary Colors – Those located directly across from each other on the color wheel*

Red – Green

Orange – Blue

Violet – Yellow

## Balance

- Equal distribution of weight
- Holds together, feels harmonious, looks unified
- Imbalance can make us feel uncomfortable

## **Emphasis**

### *Ways to make something a focal point*

- 1) Make it the brightest
- 2) Make it a different color
- 3) Make it in a color if everything else is in black and white, or vice versa
- 4) Make it go in a different direction
- 5) Position it differently
- 6) Give it a texture or a different texture than other elements
- 7) Arrange all the elements to lead to it
- 8) Make it a different shape than the other elements
- 9) Isolate it
- 10) Make it clear and the other elements hazy
- 11) Reverse it
- 12) Make it an opaque color and the other colors transparent
- 13) Make it glossy and the other elements dull

### *To Establish a Visual Hierarchy*

- 1) Decide on the importance of the elements
- 2) Use factors such as position, size, value, color and visual weight to make sure your audience sees these elements in the order of importance
- 3) Create a flow of information from the most important element to the least

## **Unity**

The elements in a design look as though they belong together. Viewer wants to see unity rather than unrelated parts.

Correspondence: repeat an element (like color or shape), or establish a style

Continuity: create similarities in form (website, newsletter, etc. match)

Variety: can have continuity but variety (i.e. the layout is the same, but you use a variation of the colors)

Alignment: visual connections can be made between and among elements, shapes and objects when their edges or axes line up. The eye can pick up the relationship between the forms.

- Flush left / ragged right: text that aligns to the left side and is uneven on the right

- Justified: type that aligns on the left and right sides
- Flush right / ragged left: text that aligns on the right side and is uneven on the left
- Centered

Flow: elements should be arranged so that the audience is led from one element to another through the design. Remember the 'Z' or backwards 'S' idea... your eyes scan a page in a 'Z' pattern so the elements create flow and movement.

## **Typeface**

- Carefully consider the format; if type is designed for a poster it should be readable from a distance.
- Design type in a visual hierarchy. People tend to read the biggest elements first; they tend to read headlines or titles first, subtitles or pull quotes second, then captions and finally text type.
- Type arrangement or alignment should enhance readability.
- Letter spacing, word spacing and line spacing all factor into readability, communication and expression. Never depend on automatic spacing.
- Color should enhance the message and expression and not hinder readability.
- Typography should be appropriate for the message and audience.
- Rather than mixing fonts, consider using variations of one font (size, color, italics, bold, underline, etc.).
- Avoid novelty or decorative typefaces.

## *Factors that enhance legibility*

- 1) Positive and negative space relationships
- 2) Distinctiveness of individual letters
- 3) Thoughtful letter, word and line spacing
- 4) Strong value contrast between letters and background
- 5) Word placement to encourage eye movement in the correct reading sequence.

## Generate Ideas for Your Newsletter:

- Articles written by president/officers
- Articles submitted by readers
- Articles written by others
- Quick tips (typically a few sentences about something useful)
- Resources (website URLs, phone numbers, addresses, etc.)
- Advertisements
- Frequently asked questions
- Letter from the editor/president
- Contest announcements
- Famous quotes
- Comic strips
- Crossword puzzles or similar games
- Top ten-type lists
- Masthead (list of contributors)
- Business contact information
- Industry-related statistics
- Industry news
- New product/service announcements
- Calendar of events
- List of contacts
- Featured product/service
- Column written by a contributor
- Coupons
- Recipes
- Photos
- Results of a reader survey
- Letters to the editor/feedback from readers
- Product reviews
- General announcements
- Classified ads
- Birthdays or anniversaries
- Historical events/dates
- Member profile
- Book review / recommendation

