

Additional Information

For more information on building your leadership skills or getting involved in a leadership role on campus, please contact the Dean of Students office. The Student Organization Area can assist in providing additional advisement to the needs of your club/organization. The Student Leadership Institute provides opportunities such as workshops and a University Leadership Conference. Feel free to contact us for any leadership development or support that you may need. We look forward to hearing from you.

Dean of Students
(714) 278-3211, TSU 235

Student Leadership Institute
(714) 278-5999, TSU 235

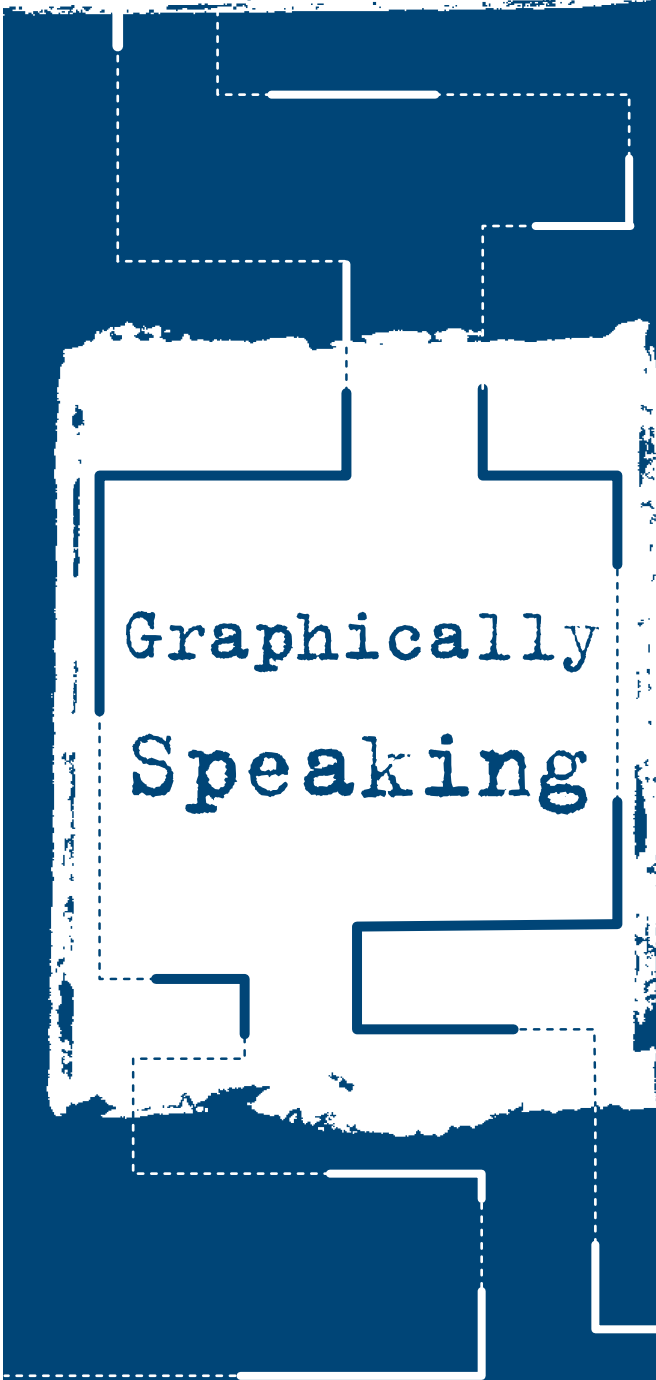
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STUDENT AFFAIRS

We would like to thank the University of California, Irvine Office of the Dean of Students for use of their publication in creating this brochure.



Graphically
Speaking

Dean of Students

Graphically Speaking

You can be a designer if you know what you want to say and how to find the resources to say it. Layout is simply the process by which words and pictures are brought together on paper in preparation for printing. Here are some pointers for designing and laying out a poster or flyer.

Keep It Simple

Condense your message to a six to ten word theme or symbol. Focus on one element that will attract the reader's attention. Use symbols to replace words (i.e., a bike for a bike ride). These pictures will encourage imaging and your reader will be more likely to remember it.

Symbols and words should grow out of your message and not compete with it. Do not mix too many fonts or styles on one page.

What you leave blank in a design is just as important as what you print. Elements that are close together communicate related ideas. Elements surrounded by space communicate emphasis or importance.

Look at your design from 8 to 10 feet away. Symbols and print that are too close together will decrease readability. Borders can help to highlight a design.

A designing dictionary

Camera-ready: Artwork, which is ready for reproduction. This means that it is black and white and clearly designed. Printers can reduce or enlarge the art to the correct size to the stage.

Type Font Selection: Type can be set in one of hundreds of designs and sizes. Pick a few good fonts and stick with them. Do not "over-font". Your layout. One or two for body text and one or two for headlines should suffice, although it depends on the publication. Newsletters require more but look silly with too many. Avoid using script fonts on anything but invitations or occasional headlines and NEVER use all capitals with script fonts because they have flourishes designed for use with lower case text that looks ridiculous when used exclusively with capital letters.

Borders: Borders can be placed around entire flyer or can highlight an area.

Color: Your costs will increase as you add colored ink to your design. You can add color and save money by printing on colored paper. Remember to invest money on outreach designs and save money on internal publications. Contact Reprographics at (714) 278-7197 or Building T-1101.

Photographs: Black and white photographs {glossy} are best for reproduction. The Pulse in the bookstore has printers and copiers that can scan, reproduce or enlarge your photos on to your copy.

Clip-Art / Graphics: Camera-ready art, which can be reproduced.

REMINDER: Be sure to include sponsoring group and to refer to Posting Policy before distributing publicity.