DAYS OF REMEMBRANCE - FLYER

First - Let us reiterate: There are only two jobs of a flyer/brochure/advertising — ***Grab Attention!*** and ***Sell***. To us the original just says "ho hum, it's all so boring." Just compare the two. We believe that you will find the revision at least a little more exciting and informative.

Our first question when we looked at the original flyer was When? and Where? There is a lot of information on the flyer, but aside from the heading, we want to be directed toward the next most important information: When is it? Where is it? Who's doing it? How much will it cost?

This time as times in the past, we have maintained the font that was used for the heading, but only used one other font for the remaining information. It didn't make sense to us why two non-discript fonts were used when one would do. We're sure there was a reason, but since it was not tremendously obvious, we decided to use only one and work with size and darkness of type and italic type to create visual interest and differenciate importance. But this is not a discussion on fonts to use or not use.

You'll notice that we moved the information around in accordance with our understanding of importance and put a "drop back" graphic in.This is a drawing that we created for a booklet cover, but thought was appropriate for the evening. Let us try to explain why the particular changes were made and exactly what they are.

1. This was not a tremendously easy flyer to redesign. There is a lot of information, and it has to be organized so importance is obvious, but it could not look crowded. Because the original flyer does not organize the information well, we want to put it down. We don't want to work to find out what is happening and why they want us to attend. We're busy. How about you?

2. We wanted the event and the date, time and location to stand out, so we put them at the top inside a shadow box. The heading font (Umbra) is not only larger, but we have expanded (widened) it as well.The rest of the information is in the largest size of our secondary font (Garamond).

3. The next thing that caught our eyes was the formatting of the religious co-sponsors. We didn't like it. Some of the names of the religious organizations were too long for their appointed column width. Because of the column formatting, it drew more attention than it should have. Our eyes were drawn to this section of the flyer. We put this information last and centered the information with bullets between the names. We maintained the alphabetising, but this would not have been necessary. However, We thought that the person who set up the original flyer thought it was important, so we maintained it. We find our system more eye pleasing, but not an attraction to relatively unimportant information. Just a thought: if the originator had not thought alphabetising important, all the long names would have been put together and put in a wider column than the other two columns.

4. Next we decided that the important thing was the program itself, and it is a very interesting piece of information that it was a live reading of an historic radio play. This information was not on the original flyer. And the presenters need to be headlined. Since we ended up with more space than we thought we would, we decided to put large bullets to accentuate the vertical spacing and the division into areas of importance.

5. In the original, the fact that the admission was free and the public was welcome was buried at the bottom of the flyer. It may have been better to put it more promanently, but we decided to put it there. You will note that in the 2nd paragraph of the third section, we added the information that the program at a specific time follows directly after the city council meeting. Something not specifically stated in the original, but we thought was important to point out.

6. The "drop back" graphic was added to give a unifying element and visually point out what the evening was commemorating. Since the Christian community is supporting the evening and there is a shared heritage, we decided that the drawing was appropriate.