

VIDEO FLYER

Even when a flyer looks good, it can still look better. So let's look at a few things and see if we can make a few improvements.

First, our designer has correctly limited the fonts to two families. We're not really a fan of Avant Garde, but that's personal preference. Also, our designer has correctly limited the colors to two. All in all, it is an eye-pleasing flyer.

Here are a few questions:

1. When you first look at the original flyer, do you know immediately what is being sold? That is, do you know what *The Family Legacy* is or do you have to work to find out?
2. Does what the designer wants to have you see really stand out, or do you have to work for it. We had to work for it, even if it is in red?
3. What is the purpose of the picture in the upper right hand corner? Does it look integrated with the flyer, or does it look like a place filler? To us it looks like an afterthought.
4. What is the first thing that attracts your eye? Is it the circle; or is it the black bar? Or do they fight for predominance?
 - a. If the first thing that attracts your eye is the circle, is the effect thrown away by having the lettering extend beyond the border? What about the fact that the picture *bleeds* into the circle? Does this, on a subconscious level, push the circle behind this picture; the picture that belongs to nothing?
 - b. If the first thing that attracts your eye is the black bar, is it thrown away by not putting anything at the bottom?
5. Are we throwing away the picture by not putting it in the circle?

FIRST VERSION

1. We left the photograph where it is.
2. We changed the verbiage slightly that is in the circle, but mostly we made sure that it is entirely contained within the circle. This gives more focus. The reason for changing *The* to *Your* is that it makes the idea more personal to my potential customer. Remember, we all want to know, "*What's in it for me?*"
3. We changed the word *creates* to *presents* to put it more in terms of the film industry.
4. Instead of having you search for the important ideas, we have kept them in red, but pulled them out, made them larger and used them as headings to help you organize your thoughts.
5. In this version, we think you will agree that the circle definitely has predominance. However, we may still be wasting the bottom of the black bar.

SECOND VERSION

1. The biggest thing We did in this version is to integrate the photo into the flyer. By putting the photo within the circle, we are now using it instead of throwing it away. The eye is drawn away from the circle momentarily to the title, and in this version, the title and the picture work together to let us know what the flyer is all about.
2. Again, We have made sure that what is supposed to be contained within the circle is actually contained. Therefore, We not diffusing the impact of the circle.
3. We have retained the idea of pulling out the important ideas and making them large to help our potential client organize his/her thoughts. He/she does not have to guess what we want him/her to think is important. We are directing the thought process.
4. We have used the black bar to make a point. We have put the lettering in red instead of white because we wanted it to be there as another nudge in thought to tell you what we are selling, but we did not want it to attract the eyes too much. Look at the original flyer at the lettering at the top left, the red lettering is in all caps and a little larger than the white lettering, but it does not outweigh the white lettering.

Note the difference in emphasis that the red makes when it is on the black bar and when it is on the white. On the white, the eye is definitely drawn to the color and the larger type. On the black, the red lettering steps back and becomes less important than white lettering.

In both versions, we have retained the designer's choice in fonts. We did not want our enhancements to be diluted by suggesting a different type face.