



Publicity with Pizzaz

Effective publicity is the best way to promote your organization and its programs and special events. Giving your publications a professional look isn't as difficult as you might think. Simple graphic art techniques are easy to learn and may add the extra pizzazz your material needs to get noticed.

COMPUTERS

Many computer labs on campus have desktop publishing programs which can be used for making posters, ads for newspapers and magazines, and banners. Even the most simple word processing programs allow for some page layout options and flexibility.

Chances are good that at least one person in your organization will be familiar with one of these programs. If not, the little extra time it takes to learn the basics will be well worth it for your organization in the long run.

For the most professional look, you will want to print your publication on a laser printer. If you don't have access to a laser printer, many copy shops will let you use theirs for a small fee.

BIGGER PROJECTS

If you're working on a large project, like a banner, make use of the Poster Maker machine in the Creation Station at Student Involvement (200 Nebraska Union). This machine allows you to take any 8 ½ x 11 inch paper and blow it up to a large banner size. Another great resource on campus is the educational center in the Teacher's College.

Remember, the time you spend (or don't spend) on your publicity can make a big difference in the success of your organization. Put in a little extra time. It will be worth it!

DESIGN TIPS

• **K.I.S.S. (KEEP IT SIMPLE, SEE?)**

Busy, cluttered pages are hard to read. Don't overwhelm the reader with too much information. Also, don't hide important basics like the time, date, and location of the event.

• **LIMIT YOUR FONTS AND SIZES**

Many people overdo it when they first sit down to a computer with dozens of fonts and type sizes. Try to limit publications to two or three fonts, and for large blocks of copy, make sure your font is especially easy to read.

• **LEAVE WHITE SPACE**

Make sure to have margins on your page. Also, don't cram information together. Leave space between elements on the page.

• **ALWAYS SPELL-CHECK**

This is a quick, easy way to make your publication much more professional. Proofreading is still a good idea – the computer may not always catch writing and grammatical mistakes.

• **ALWAYS INCLUDE YOUR ORGANIZATION'S NAME AND LOGO (IF YOU HAVE ONE)**

Also, don't forget the name of any co-sponsors.

• **SAVE YOUR WORK!**

You may not think you'll need to make any changes, but it's better to be safe than sorry, and you can make sure you won't have to redo your entire project.

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