Putting It All Together

Inform, Persuade, Sell…and all that jazz

Combining Graphics and Text

- Why would you want to use graphical images in your newsletters, brochures, articles, etc.?
- Different learning styles (informs)
- Helps readers remember your story/product
- Adds flair to the story/product
- Allows you to demonstrate your creativity
- Sells the story/product
- Persuades readers to take action

Points to Remember

- Follow the rules:
  - Audiences’ reading level
  - White space
  - A-B-C
  - Addition, not subtraction
  - Traditional vs. Offset designs
  - Others?

How can you accomplish this task?

- Practice, Practice, Practice
- Learn which software programs work best
  - Word (very basic, but functional)
  - InDesign
  - Publisher
  - Photoshop
  - Others?

El Fin

"And I say we go outside and we play with this ball!"