

Display Ads and Flyer Design Tips

Robin Williams' Design Workshop book has good design information specific to display advertising and flyers. Chapters 9 and 14.

Display ads are tricky to create typically because of space limitations. Think of flyers as large display ads as many of the same design constructs apply... and, moving on to large format displays, posters, while having more space to work with, also have many of the same design considerations of ads and flyers.

"A clever headline that's short enough to read at a glance may be able to captivate a reader, but it's usually the power of design, or the visual, that stops someone long enough to read the headline." ~Robin Williams

- Create CONTRAST – the purpose is to quickly draw someone's attention, and provide important and timely information... make sure dates, times, places, are easy to find.
- Simplicity in design is good. One (spot) or two colors may be plenty. Paper color also counts and can help contain costs. Paper type can also help the design succeed, or not.
- Avoid text heavy layout, emphasize key words.
- Use different type point size in copy blocks to create contrast.
- Stick to 2 fonts, use type styles to enhance font appearance.
- Give importance to the titles, headings, subheads, names, job titles, etc. by using contrasting fonts, varied point size and stroke weights... using color screens behind text and artwork to stand it out or off from other elements works, and can help balance the overall piece.
- **CREATE A FOCAL POINT** – use an image or other visual, a text block. *See the quote above.*
- Use enhancement art to draw attention your to piece – key is not to overwhelm to the key elements or message.
- Treat component parts as elements that need to be balanced and aligned, maintain good proximity to each other for readability and clarity. Use of white space appropriately is important. C.R.A.P. rules.
- Bleeds, borders, screens, and rules can help keep elements “contained” on the piece, and add style to the overall design.