Tips for Creating Effective Event Flyers

Remember, the goal is to create a fast & easy notice about your event that will catch the eye of someone passing by. The easiest flyers to get information from have the following components:

- Flyer should include as few words as possible. Full sentences are not needed, and punctuation slows down reading because the eye stops. Bullet points are good for listing information like what activities are going to be at the event.

- The basics: **what, when, where** should be the most prominent words on page, with WHAT being the largest font size on page.

- Viewers eyes go in a "Z" pattern across the flyer, so put most important facts/graphics in this zone.

- Do not use more than 2 different fonts (logos with fonts are not included).

- Be sure all lettering is easily readable. The font used for details of the event should not be a graphic component of the flyer.

- Do not type body of flyer in all caps. Words in all caps take longer to read and give the sense of "yelling" to a reader.

- Include a catchy graphic. If using more than one graphic, be sure they are similar looking, like all photos, all cartoon drawings.

- Put a border on the flyer so viewer's eyes stop at the edge.

- For date, include day of the week and date, minus the th, nd, rd and do not include the year   EXAMPLE: correct: Friday, March 23

    incorrect: March 23rd, 2013

- Include contact info. for people to go to for more information.

- Include who the event is sponsored by, and use the **correct** logo.

- Have someone proofread your work. Always. We are not good at catching our own mistakes.
- Get approval from your advisor before you post anything around campus.