USE OF TEMPLATES

Rather than opening a software package and starting from scratch, look for templates to get you started. Programs such as Word and Publisher contain Wizards to help create newsletters. However sometimes these are inflexible, so consider building your own.

Newsletters have some common elements. Once you've created one newsletter, it's easy to make others. Just leave the main elements in your layout and empty out the text. Then, save a copy of this "empty" version as a template for future projects. These main elements include:

Masthead (Banner) - This is the header across the top of the page that includes a catchy title, logo, issue number and date, chapter information. (see Example 1)

Copy (Articles) - Newsletters often have columns (reoccurring articles) and feature articles.   Perhaps a "See What's Inside" area to encourage members to open it immediately to read "what's inside". (see Example 2)

Table of Contents - Multiple page newsletters often have an area for a table of contents, credits, and / or contact information. This is not necessary for short newsletters. (see Example 3)

Contact Information - Contact information may be in a special area or placed at the bottom of the page or on the last page of the newsletter. (see Example 4)

LAYOUT AND DESIGN

Explore the following layout and design tips.

- Use headers and footers to maintain consistency between pages (see Example 5)

- Focus on a few key elements such as main heading, subheadings, and body.

- Standardize your type styles.

- Use lowercase lettering (see Example 61)

- Use one font for headings (serif) and another (sans serif) for the body.

- Provide white space "blank space" around your text, artwork, and lines. White space makes people more relaxed. Even if you have to increase the pages or cut information, don't squish information together.
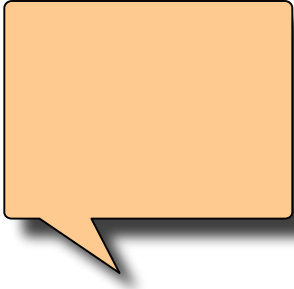
CONTENT

Explore the following content tips.

- Focus on the key ideas rather than a lengthy report.

- Supplement ideas with related visuals. (see Example 7)

- Break up the content into short paragraphs.

- Use headings and subheadings to highlight key ideas.

GRAPHICS

Explore the following graphics tips.

- Choose visuals that will reproduce well. (see Example 8)

- Use graphics for a specific purpose rather than for "filler"

- Choose the best clipart for the job**: line art versus photo**

- Label visuals or provide captions   (see Example 9)