

# Overview of Competency 3.02

## Business Publications

- In today's information age, society has become desensitized to words and prose that require more than a cursory glance to comprehend.
  - Readers must instantly recognize that a message is important enough to warrant further investment of their time.
  - Information that is delivered must be arranged attractively and consistently in the publication, accurately presented, and concisely stated.
  - Information must be delivered with a hook that will grab the reader's attention.
  - Selection of an appropriate type of publication to deliver a message is dependent upon:
    - knowledge of design principles,
    - characteristics of the target audience, and
    - the desired effect of the communication.
- I. **Design Principles – rules for creating effective publications.** What makes a publication stand out, elicit emotion, and produce a reaction?
- A. **Alignment** – the arrangement of text and objects on a page. Arrange text in a logical flow (left to right) to enhance readability.
    - Use a consistent alignment for text throughout – left or right justified or centered. Titles centered and text left justified, for example
  - B. **Consistency**
    - 1. **Color scheme** – maintain a consistent color scheme throughout a publication that is appropriate for the intended mood and behavior response from the audience
      - a. **Energizing and emotional colors** are used excite and promote action
        - i. Black – sensual and mysterious
        - ii. Blue – inspirational
        - iii. Green – youthful, fresh
        - iv. Orange – adventurous and open
        - v. Purple – creative

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- vi. Red – fast, intense, passionate
    - vii. Yellow – idealism
  - b. **Calming and spiritual colors** are used to reduce the level of excitement and promote subdued, serious, or passive behaviors and emotions
    - i. Blue – healing
    - ii. Green – renewal
    - iii. Pink – non-violence, passive behavior
    - iv. Purple – reflection
    - v. White – innocence
  - c. **Symbolic colors** are used to evoke culture-specific responses
    - i. Black – affluence, formality, evil (bad guys always wear black)
    - ii. Blue – integrity (“true blue”)
    - iii. Green – honesty and sincerity
    - iv. Pink – think about breast cancer awareness
    - v. Red – power
    - vi. Red, white, and blue – pride, solidarity
- 2. **Font scheme** – select a uniform style, size, and effect for all headings and another for the body
  - a. Use a serif font for headings and a sans serif for the body or visa versa to make a distinction between them
  - b. The use of all capital letters decreases readability
  - c. Use a font that is appropriate for the message of the publication
    - A comic sans font is more appropriate for a birthday party publication than one on rules of conduct
- 3. **Graphics** – use a consistent format throughout the publication. Use either all cartoon-like images or all high quality photo images, etc. Graphics include clip art and photographic images.
  - Photographic images of surfers catching waves are more appropriate than cartoon images of beach chairs and sun tan lotion for a newsletter about a surf club.
- C. **Contrast** – Where is the reader's attention focused first? Emphasize the most important objects of the publication with color and size.
  - 1. A distinct contrast of appearance should separate the headings from the body.
  - 2. Is the text color sufficiently lighter or darker than the background color so that it is easy to read and stands out?

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- D. **Proximity/Unity** – Are the objects grouped appropriately?
1. Graphics should be placed in close proximity to the text they support.
  2. Is there uniform and appropriate space between the headings and the body?
- E. **White Space** – the negative or blank space in a publication should be uniform and serve the function of giving the reader's eyes a break
- Provides segue to the objects and enhances the overall message of the publication
  - Consistent and uniform margins help organize the information

### II. **The Target Audience**

Knowledge of the target audience is critical to effective communication through publications. The identifying characteristics of the target audience provide the "hooks" for grabbing their attention by appealing to their age, ability, special interests, and group membership.

- A. What is the general **age** of the target audience?
1. Is the publication being prepared for young children to entertain them and tell a story at a birthday party?
  2. Is it for a classroom to inform students about a topic?
  3. The age of the target audience will assist in choosing design elements that will be used in the publication.
- B. What is the general **educational background** of the target audience? If it can be defined, knowledge of the educational background will determine the amount of text, word choices, and amount of graphics used in the publication.
- C. Does the audience share common **interests**, such as knitting, doll collecting, or kayaking?
- D. Does the audience share similar **group memberships**, such as Boy Scouts, FBLA, sororities or fraternities?

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### III. Purpose of Publication

- A. **Communicate contact information** for a business or individual that often includes the name, address, phone numbers, email address, web address, and a logo or picture. Two publications with **common** information:
1. **Business card** – A business card is a publication that contains contact information for a business or individual.
    - a. **Distributed and used to help recipients remember you or your business** and typically includes the contact's name, company, logo, address, telephone and cell phone numbers, email address, and fax number
    - b. Some cards include a personal photograph
    - c. The format for a business card differs according to user preference.
    - d. As always, the most important aspect of a business card is readability and professional appearance.
    - e. Usually printed on card stock, which is heavier than paper and holds up better against wear and tear caused by keeping it in a pocket or billfold
  2. **Letterhead stationery** – the phrase *letterhead stationery* implies the use of a heading at the top and sometimes also at the bottom of a letter
    - a. **Used by businesses, organizations, or individuals to communicate a message** and relay contact information
    - b. Letterhead stationery adds a sense of professionalism and credibility
    - c. Usually includes the name and logo of the company, organization, or individual as well as the address, telephone and cell phone numbers, email address, and fax number
    - d. Design varies from person to person and organization to organization
    - e. When used with a business card and envelope, the color scheme and graphics should be consistent
    - f. Templates and wizards are commonly used to create letterhead stationery
- B. **Advertise, Educate, Inform** about an event, product, or idea
1. **Flyer** – used to **advertise a one-time upcoming event** such as a play or PTSA meeting
    - a. A one-page document used by a business or individual to advertise or provide information about an event
    - b. Often distributed via an attachment to email, by posting on bulletin boards or telephone poles, or handed out on the street
    - c. Typically used to convey information that is **temporary in nature and has a short life span**

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- d. Advertises a single event and is used for a one-time purpose
  - e. Usually contains only basic information, such as the name, date, time, and location of the event
2. **Brochure** – used to **provide information, educate, or advertise a specific topic or product**, such as a description of the AP program at a school or the pathways within each career cluster
- a. Like a flyer, a brochure is used by an organization, company, or individual to advertise or provide information.
  - b. **A more long-term nature than that of a flyer**
  - c. A short publication generally printed on higher grade paper than a flyer, which employs the use of color and graphics
  - d. May be in single-sheet form, in which case they are printed front and back for bi-fold or tri-fold presentation, or they may be printed in booklet sheet form
  - e. When printed in booklet form, the brochure may be bound by stitching or stapling.
  - f. Examples of uses of brochures include brochures for Computer Applications or travel destinations
3. **Newsletter** – used to **provide informational updates to a specific club, group, or organization on a regular basis**
- a. Created by a business, organization, or individual that is distributed on a regular basis – weekly, monthly, or quarterly
  - b. Typically formatted in columns with side headings, graphics, and text boxes
  - c. May use one or more sheets of paper
  - d. Used to present information and updates for a specific organization, club, agency, or business whereas a brochure is more of an advertisement
  - e. Does not necessarily advertise, unless, for example, to advertise a special company event for the given time period, such as an upcoming blood drive
  - f. Whereas **brochures describe a single entity in detail**, such as a course or a product or service, **newsletters describe a variety of events over a specific time period** and are usually tailored to a specific group.
  - g. Examples of uses of newsletters include the PTSA newsletter published at your school, those distributed by churches, and those used to convey the news and events of the Boys and Girls Club.