**Newsletters**

**Basics**

* Cost-effective means of communicating.
* One of the most common means of communicating information and ideas to other people.
* Successful newsletters contain consistent elements in every issue.
  + Elements divide the newsletter into organized sections to help the reader understand the text, as well as to entice the reader to continue reading.
* Reproduced on a regular basis, whether monthly, bimonthly or quarterly.

**Published by:**

* + Individuals
  + Associations
  + Cubs
  + Churches
  + Schools
  + Businesses
  + Consultants
  + Service organizations
  + Political organizations
  + Other establishments from all over the world.

**Columns**

* Single column newsletters are easy to produce because the articles simply follow each other.
* If you don’t have a lot of time this format is the one to use.
* Simplest to design and work with because it allows you to make changes and additions easily.
* Two-Column is most frequently used.
* Gives a formal look
* Justified text
* ***Avoid tombstoning -*** occurs when two or more headlines or subheads appear horizontally adjacent to each other on the same line.
* Three-Column format is more flexible for adding interesting design elements.
* Four-Column format is even more flexible. More time may be spent in putting this newsletter layout together though.

**How it looks**

* Should be professional and authoritative even if your design in slight and fun.
* The more professional your newsletter, the more professional your organization appears.
  + Credibility earns business.
* Layout should be consistent, same styles, colors, lines and page number placement should be used on every page.
* Reflection of organization’s identity, so make use of your logo and colors.

**Audience**

* Attract broader audience by:
  + Including three or four articles on the front page and finishing the stories inside.
  + Include a table of contents and highlight feature articles with teasers.
* White space is your friend, it helps separate elements.
* Stand out from others by using images of authors in action instead of mug shots.

**Purpose**

* Before creating you must consider the target audience and the object for providing the information: to sell, inform, explain, announce, educate? The purpose?
* What image do you want to project?
* Consider frequency of distribution.
* Use restraint and consider the appropriateness of images and design elements.
* View in Reading Layout View.
* Consider cost of materials, printing and distribution

**Design**

* Determine underlying column layout and keep consistent.
* Create appropriate margin and column widths (two-sided or facing pages).
* Adjust character spacing using the Font dialog box. Usually applied to headlines and subheads.
* Apply dot leaders to table of contents.

**Design**

* **Contrast:** Avoid elements on the page that are merely similar.
* **Repetition:** Repeat visual elements of the design throughout the piece. You can repeat colors, shapes, textures, spatial relationships, line thicknesses, fonts, sizes, graphic concepts, etc.
* **Alignment:** Nothing should be placed on the page arbitrarily. Every element should have some visual connection with another element on the page.
* **Proximity:** Items relating to each other should be grouped close together. When several items are in close proximity to each other, they become one visual unit rather than several separate units.

**Vocabulary**

* **Newsletter:** periodically published document containing news and announcements about a subject or theme.
* **Nameplate (Banner):** Newsletter’s title, company logo, unique typeface, or graphic image that reinforces organization’s identity.
* **Folio:** Publication information, volume#, issue#, and current date.
* Vocabulary
* **Subheads:** Secondary headings that provide transition from headlines to body copy (section headings).
* **Byline:** Identifies the author of the article.
* **Body Copy:** Main part of the newsletter text.
* **Graphic Image:** Provides visual clues and visual relief from text-intensive copy.
* **Page Numbers:** Can appear at the top, bottom, or sides of pages. Used to identify where you are in the story/article/etc.

**Nameplate**

* Also known as a banner, it is what first captures the reader’s eye and immediately identifies the newsletter.
* Placed at the top of the first page and occasionally along the left side.
* Choice of font or WordArt is important.
* Contains the logo: a name, symbol or trademark designated for easy recognition.

**Folio**

* Element consisting of the publishing information that will change from issue to issue, such as the volume number, issue number and date.
* Is preceded or followed by a graphic line.
* Can appear above or below the nameplate.

**Subtitle**

* Emphasizes the purpose of the newsletter and identifies the intended audience.
* Usually a Sans Serif typeface, 14-24 size.
* Character spacing can be expanded.

**Headline**

* Organizes text and helps readers decide whether they want to read the article.
* Set apart from text by:
  + Larger type size
  + Heavier weight
  + Different typeface than the body
  + More space above than below
* Reduce line spacing (leading) for headlines of more than one line to improve readability.

**Subhead**

* Organizes text and expands on headlines.
* Gives readers more information about the text.
* Provides contrast to text-intensive body copy.

**Byline**

* Identifies author of article.
* Often typed in italic using the same typeface as the body text.
* May be the same size as the body typeface, but it may also be set in a type size one or two points smaller.
* May appear below the headline or subhead, or as the first line of the body text.

**Thumbnail Sketch**

* Plan the overall look of the document.
* Very basic rough sketch used to visualize your design and layout.
* To experiment with different layouts and designs.
* It’s like “thinking” on paper.
* Look at the work of others for hints and suggestions on different layouts.