

SUBMITTED BY
bafrog

ON
2011.09.27

★ ★ ★ ★ ★
Keine Stimmen

Design flyers optimally



Invitations contain the necessary information about your events, such as meeting place and time. They serve on the one hand to inform your youth about upcoming events and on the other hand as a simple means to invite outsiders.

Contents of an invitation

The following items should be included on an invitation:

- Name of the organizing group, possibly also address
- Dates and topics of the events
- Start and end times of the events
- Meeting place
- Statement of who may attend (age limits, etc.)
- What to bring?
- Dress recommendation (e.g., "...sturdy clothes that can get dirty.")
- Contact details of a contact person, at least full name and phone number
- optional: homepage of your group / organizing organization

Design approaches

Basically, there are two different approaches to designing an invitation:

1. as handy as possible. For this, a format like DIN A6 is helpful. This allows you to always have a few invitations with you and to use them to invite outside children on occasion. It also makes it easier for the young people to invite them.

2. As program-related as possible. Here it often comes to invitations, which are not particularly handy but very impressive. For example, for the Indian program, tents can be created from paper in 3D, for the theme Moses pyramids, for themes such as "world tour" tickets to tear off for the individual afternoons, etc.

Before designing, it is important to weigh up which approach makes more sense for the group. In part, the approaches can also be combined. Basically, invitations should be designed in an appealing way and adapted to the target group (age, ...)

In this respect, the design of a leporello (folded leaflets, but which can also have unusual folds, such as petals that can be folded into a round flyer and fit the theme "nature") should also be considered.

The important thing here is that the design for each individual sheet should not be too chaotic and that they should all follow a specific design pattern. This is more calming to the eye and clearer for the reader. For example, Overnightprints has compiled a selection of common flyer formats for this purpose. Simple flyers as well as leaflets in different folds, which are suitable for a high amount of information, can be designed with a little artistic know-how to fit the event.

>

Design ideas

- Basic formats: DIN A8 - DIN A3
- Indian tent in 3D
- Pyramid in 3D
- World map
- Tickets to tear off
- Doors to open (similar to Advent calendar)
- Leporello in the form of petals
- Folds that create a different picture context

Image credits

- **Caption:** Ramun Badertscher, www.ramunbadertscher.ch

Weitere Informationen

Tags
Invitation

Age
No data available.

Number of participants
No data available.

Bible
This information is missing.

Duration
No data available.

Material
Almost effortless

File download
No file downloads

KI Generierter Inhalt
Contents
Tags
Age
Number of participants
Bible
Duration
Material

© YoungstarsWiki | https://youngstarswiki.org/en/wiki/art/design-flyers-optimally