

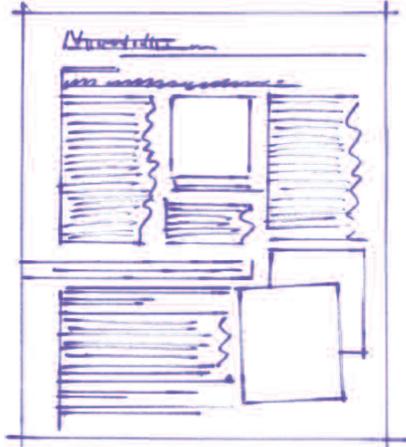
## LAYOUT

### Mimic designs and layouts you admire

Most artists, writers, designers and musicians learn their craft and develop their skills by imitating work they admire. After a while, you develop your own style based on what you've learned by copying. Mimicking the style of others is more than just copying, though; it involves a detailed study of the material. Imitation teaches composition, proportion, balance, color, variety and more.

You can apply the same process to a church newsletter by mimicking the design of publications you admire. Pay attention to designs you see in magazines, newsletters, newspapers, billboards, blogs and so on. The more you look at designs, the more your "eye" will develop — a skill that's invaluable when designing your own pages.

Bookmark or save those eye-catching layouts. Then make your own version of a layout you like. You may not be able to copy it exactly — and you really shouldn't — but you can



This thumbnail shows the basic elements of this page of *The Newsletter Newsletter*.

emulate the design and use it as a starting point for a new layout.

Analyze a layout you admire. What appeals to you? The font choices? The color choices? The arrangement of graphics — clip-art, photos, rule lines, call-outs? The number of

columns? The headline design? The use of white space? The simplicity? The complexity?

Next, make a rough thumbnail sketch of the page, breaking the design into its basic elements — columns, graphics, white space, etc. The thumbnail doesn't need to be detailed; just the basic shapes of the elements will do. A thumbnail shows how the page is organized. Use it as a starting point for your own layout.

Set up a more detailed page based on the thumbnail. First, situate your page head, columns and margins. Then designate areas for clip-art and other graphics. Save the page as a template to use for future layouts. For the actual layout, simply fill in the various areas with the appropriate material — headlines, body text and graphics.

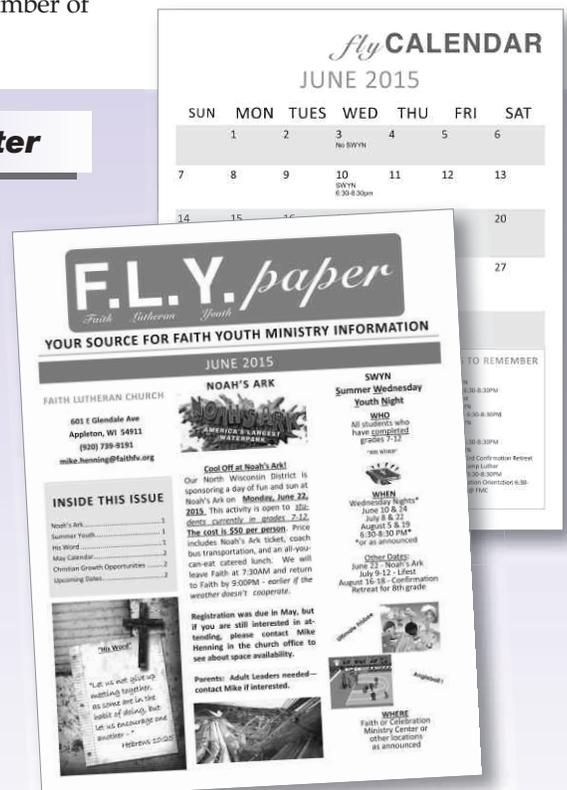
Your layout will truly be your own, with a little inspiration from the pros. **N**

### FEATURE: Spotlighting a subscriber's newsletter

## Youth newsletter features unique name

Tucked inside each issue of *Together in Ministry* is a one-page newsletter just for young people. The catchy title *F.L.Y. paper* uses an abbreviation for Faith Lutheran Youth. As a stand-alone publication, the insert has its own table of contents, news of upcoming events, announcements from the youth minister and a box with a Bible verse. The back side features a calendar of youth events, plus more information and a list of important dates. A youth newsletter is a great way to keep kids informed — and also can be a great way to get them involved in the church.

*F.L.Y. paper* and *Together in Ministry* are publications of Faith Lutheran Church, Appleton, Wisconsin.



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