

Artwork request form

See following pages for guidelines

Person requesting: _____

Event name: _____

eg, Evening Church weekend

Date requested: _____

Need to allow at least 3 weeks notice

Theme: _____

eg, "Heroes", "Home for Christmas"

Other concept ideas for artwork/photos:

eg, Galatians was a "freedom fighting" theme

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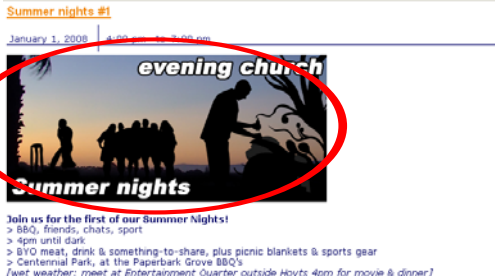
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Artwork required	B&W/ Colour	Date req'd	Details
<input type="checkbox"/> Brochure			
<input type="checkbox"/> Tickets			
<input type="checkbox"/> Flyer			
<input type="checkbox"/> Postcard			
<input type="checkbox"/> Banner for roadside display (150dpi, cost ~\$400, usually thru Bannerama)	<i>Colour</i>		
<input type="checkbox"/> "Banner" shape for paper printing (~300dpi)			
<input type="checkbox"/> "Banner" shape for Powerpoint (1024 pix wide)	<i>Colour</i>		
<input type="checkbox"/> Web "banner" for "This Sunday" item (336 x 120 pixels)	<i>Colour</i>		
<input type="checkbox"/> Web "jump to" (150 x 150 pixels)	<i>Colour</i>		
<input type="checkbox"/> Web "event post" graphic	<i>Colour</i>		

Guidelines – for organizers & designers

When designing artwork for a church weekend/event/group, please indicate what versions of artwork are required:

Version of artwork	Example
Brochure – eg, A4 threefold	eg, <i>Heroes</i> brochure for 2007 Evening Church weekend away
Tickets	eg, <i>Heavenly Feast</i> tickets for women’s event
Flyer	eg, A5 flyer for January events handed out at Christmas Carols
Postcard	eg, <i>Home for Christmas</i> postcard for 2007 carols
Banner for roadside display (150dpi, cost ~\$400, usually thru Bannerama)	eg, <i>Life’s Good week</i> banner
“Banner” shape for paper printing <i>Graphics for paper printing preferably 300dpi. This means a 336x120 pixel graphic for the website will be approx 1500 x 500 pixels to print at 300dpi.</i>	 <p>This graphic for the inside of the Sunday outlines was 1535x508</p>
“Banner” shape for Powerpoint 1024 pixels wide	
Web “banner” for “This Sunday” item 336 x 120 pixels	
Web “jump to” graphic Usually 150 x 150 pixels ➔ See instructions on next page	
Web event post graphic No particular size, although the “web banner” graphic could easily be reused here.	

Guidelines – for anyone publicizing an event on the website

Things to do:

1. Create a “post” with details of your event – *don’t forget to enter the date down the bottom, or it won’t show up in the calendar*
2. Wherever possible, include a photo/graphic in the post. This may be a “snapshot” of the paper brochure you’ve made, but something simpler like a photo/logo is better
3. We try to profile up to 4 events as “jump to” events on the front page of the website. These graphics are **150 x 150 pixels, simple, with text large enough to read** (so just the event name & date, don’t even worry about the time!)

Some tips

> overlay the text on a simple graphic that relates to the event – *but make sure there is enough contrast between the text and the background ... the best way is to find a graphic with a large area of one colour, and put the text there in a contrasting colour*

> in the ENGAGE example, you can use the “eyedropper” tool in some graphics programs to then use the same orange text as in the graphic, which looks nice and keeps it simple

> when created, these “jump” graphics can be added to the front page by Kysha, Dave or others who’ve got the hang of it ... who will link it to the relevant post

Examples from 2007

