

Copywriting & Design Basics

Jennifer Bierer, BA

Manager, Communications, *PreventionFIRST!*



HAMILTON COUNTY
**Mental Health &
Recovery Services Board**

Housekeeping Notes:

- Continuing education will only be awarded for those who view the live session
- You must attend the entire training to receive continuing education hours
- Post-event evaluation surveys are required to receive continuing education
- For Nursing/Social Work/Mental Health Counselor credits you must provide your license number in the post-event evaluation survey
- For CHES credits, you must provide your CHES ID in the post-event evaluation survey
- You will receive your certificate for continuing education by email within **30 days** of this training





Copywriting & Design

... The Basics



Jennifer Bierer
Manager, Communication

Objectives:

1. Write stronger more effective marketing content
2. Recognize & utilize basic design concepts
3. Use compelling copy & apply basic design concepts to meet communication/marketing goal

A. What will this say?

B. How will this look?



Writing Is a Design Skill

Start with a boring document

- Forget about formatting
- Narrow the audience **Who**
- State call to action **What**
- Determine the value proposition **Why**
- Add the key details **When, Where, How**

Narrow Audience

Wide Who to Narrow Who

- Specific (Is it really everyone?)
- Repeat & Familiar (They love you, they love this topic, captive)
- New & Engaged (understand why they need to participate; urgency)
- New & Unengaged (likely unaware of benefit/need; no brand/identity recognition)

Narrow Audience

Know Your Audience

- Identity 
- What Incentives/What Challenges 

**Influence your
value-added proposition**



Wide Who

- Community Member
- School District
- Parent/Caregiver
- Parent of a teenager
 - High School
 - 15–16-year-olds
 - New Driver

Narrow Who

Call to Action

Reader will...

- Learn
- Register
- Attend
- Share
- Remember
- Do something

What

Value Proposition

Think like a salesperson

- 1
 - Benefit
 - Valuable Information
 - Needed Resource
- 2
 - Take-a-ways, give-a-ways, freebies, food
 - Location (convenience, parking, multi-task)
- 3
 - Endorsements/Influencers
 - Popularity
 - Solution to challenge

Why

Key Details

Important for call to action

When

1

- Date (spell out or abbreviate)
- Time

Where

2

- Location (parking, direction, address)

How

3

- Clear
- Step by step
- Multiple options?
- How to get help

When, Where, How



Process of writing advertisement copy.

- Science
- Psychology



Advertising:

- Action of calling attention to something
- Promoting something to a target audience



EXAMPLES

- Pitches
- **Product Descriptions**
(curriculum, presentations, trainings, services)
- Brochures
- Ads
- Websites
- Press Releases
- **Flyers**

Be the copywriter

Active Voice

Active voice means **that a sentence has a subject that acts upon its verb**

- Picture themselves taking action
- Ensures clarity - clear to the reader who is taking action
- Puts emphasis on the subject

Be the copywriter

Passive Voice

- What happened
- Who was responsible for doing it
- If the person or thing responsible for doing the actions is omitted or occurs in the sentence AFTER the thing that happened....



By
Are
Was

Is
Am
Are

Have been
Has
Will be

Being
Will have
Been

Be the copywriter

Active vs Passive

The dog bit the man. -Active

The man **was** bitten **by** the dog. - **Passive**

The company released the product yesterday. -Active

The product was released **by** the company yesterday. - **Passive**

Be the copywriter

Know your content real estate

- **Count your sentence words**
 - Limit compound sentences (for, and, nor, but, or, yet)
 - Beware complex sentences (prepositional phrases)
- **Break up paragraphs**
 - Paragraphs = sentence clusters
 - Design elements = boxes

Be the copywriter

Content real estate

- **Look for bullet points**
 - Hidden lists in sentences
- **Shorten bullet points**
 - Start with same part of speech
 - One idea each
- **Use titles, headers, taglines**
 - Break up ideas
 - Identify key information/details
 - Design elements

Be the editor

- Active voice
- Content real estate
- Consistency
- Accuracy & complete information
- Spelling & grammar

Test the Content

- Guinea Pig
- Can they identify

Who, What, Why
How, When, Where

- What do we want them to do ***
- What questions/missing



**Now, you
can be the
designer.**



Content Hierarchy

Your decision!

Who Recognize Themselves

What Call to Action

Why Value Added Message

Easy Directions

How

When

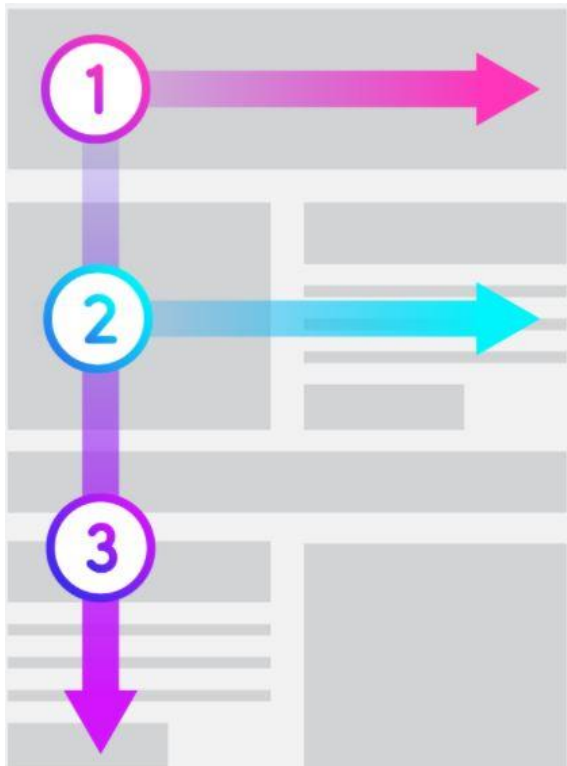
Where

Recognitions Logo, sponsors,
fine print

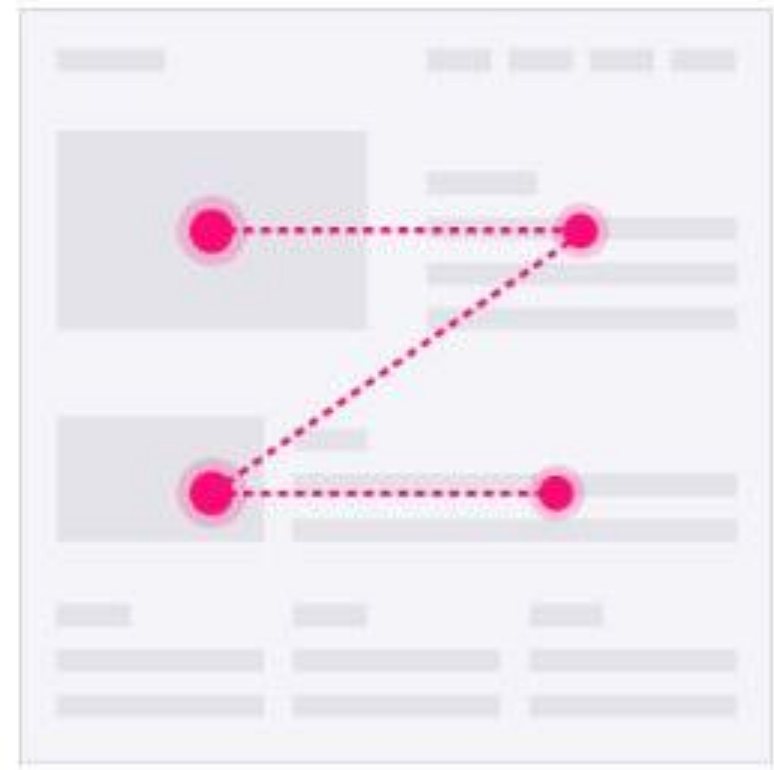
Content Hierarchy

Top to bottom ----- Left to right

F Pattern



Z Pattern



Visual Hierarchy

Questions to Ask:

1. Where will the viewers eyes go initially (focal point)?
2. Where is the second place the eye will go?
3. Where does the viewers eye finally end up?

Visual Hierarchy

Ways to create visual hierarchy...

- Size
- Color
- Typography
- White space
- Rule of thirds
- Rule of odds

Websites

Online Presence

DesignersMX
Paramore
Vanderbilt
Cabodge
Twelve South

Kiss D'Amico
Foster Mobley
The Iron Gate
Healthways
Back Yard Burgers

Esoteric Sports
Cumberland Transit
Exxon Mobil
Dixie Revolution

Identity

Logo / Branding

DesignersMX
Paramore
Tost App
Dixie Revolution

Music City Jazz
Brookside Resort
Foster Mobley
Greener Solutions

Digital Nashville
Doorpost Film
F. M. Allen
Nashville Music City

Elements & Principles[®]

About

Profile / Biography

I love good/clean design and have an obsession with finding new music, which sparked Designers.MX. I live in Franklin, TN and work in Nashville as an Art Director at Paramore | the digital agency. I post my designs to Dribbble, photos to Flickr, videos to Vimeo, deep thoughts to Twitter, and inspiration to del.icio.us.

Since graduating from MTSU in 2003 with a major in Graphic Design and a minor in Photography, I've been fortunate enough to work with the best of them. I began my career as a designer at The Burnin Group, a large agency in Nashville. From there, I moved on to become an in-house designer for the Nashville Convention & Visitors Bureau. At that point, I decided to start my own design shop named ColorCoded Design. That venture eventually allowed me to meet some creative peeps over at cabodge.com, where I became partner. After doing some award-winning work for some incredible clients, I needed to continue to push myself. That's about the time that Paramore caught my eye, which brings us full circle.

Awards

Recognition / Accomplishments

IGA 'Best of CASE Award
Designers.MX

Net 'Mobile Site of the Month'
Designers.MX

IGA CASE Award
Paramore.is

Net 'Site of the Month'
Paramore.is

IGA CASE Award
TwelveSouth.com

IGA CASE Award
2009 cabodge.com

American Graphic Design Award
thonyys.com

AAF Nashville Gold Addy
cacties.com

AAF Nashville Silver Addy
rockwelltools.com

AAF Nashville Gold Addy
elamashville.com

American Graphic Design Award
elamashville.com

AAF Nashville Silver Addy
2009 cabodge.com

AAF Nashville Gold Addy
hapickel.com

AAF Nashville Silver Addy
whitelal.realtree.com

American Graphic Design Award
finworthmortgage.com

AAF Nashville Gold Addy
2007 cabodge.com

AAF Nashville Gold Addy
elizabethbranden.com

American Graphic Design Award
elizabethbranden.com

AAF Nashville Gold Star Award
"Um-bell Ad"

AAF Nashville Gold Star Award
"Post-It Notes Campaign"

AAF Nashville Star (Best of Show)
"Post-It Notes Campaign"

Size

- Enlarging an objects size and scale gives visual importance
- Elements that aren't as important- reduce in size to make them less visible
- Balance and moderation are key

4

And you will read this at the end

**You will read
this first**

1

2

And then you will read this

Then this one

3

Color

Create Dramatic Effect

- Use different values
 - Contrast
 - lightness or darkness
 - tint/screens



BEFORE

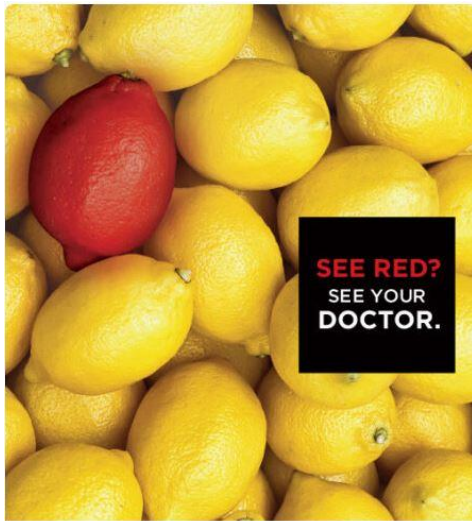


AFTER

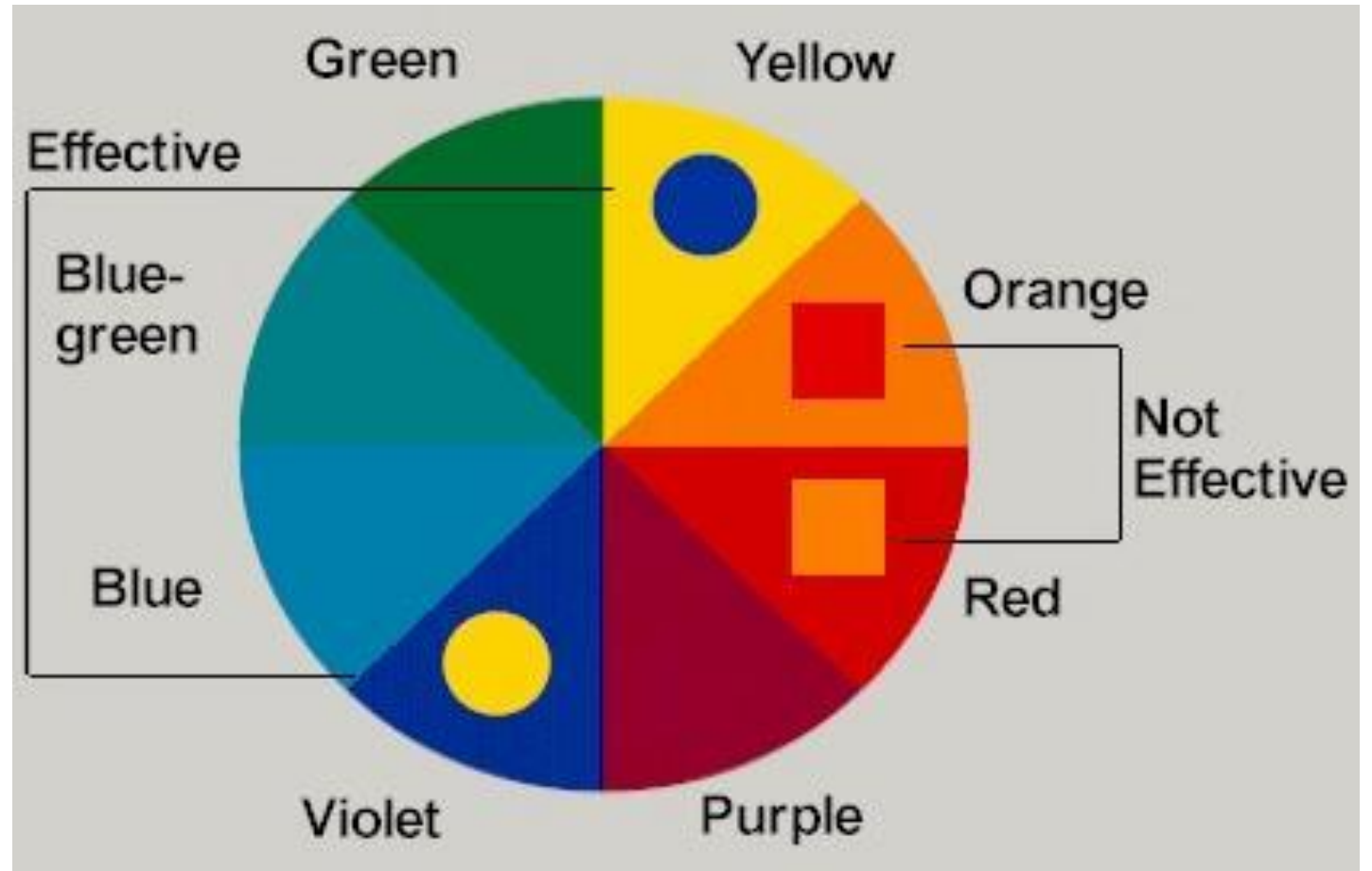


Create Visual Attention

- Complimentary colors
 - Opposite



Blood in the urine is the most common symptom of bladder cancer. Don't ignore this warning sign. It could save your life. FOR INFORMATION AND SUPPORT, VISIT see-red.ca



Typographic Hierarchy

Level 1

- Most important
- Immediately visible

Level 2

- Helps organize content
- Directs readers

Level 3

- Complete message, purpose
- Can be short or longer
- Highly readable

An Exhibition Celebrating the Heroes of the RNLI

SAVING LIVES *at* SEA

National Maritime Museum Cornwall
September 28th 2012 – April 10th 2013

Launch Event:
7.30pm on 28th September 2012
Event Square, Falmouth
Tickets £25

Keynote Lectures:

One Extraordinary Week in October James Instance <i>Manager of the Falmouth Coastal Rescue Centre</i> 6.30pm on 1 st October 2012 In the Learning Centre Lecture £10 (Members £3)	Search & Rescue in Pictures, Words & Deeds Andy Watts <i>Lieutenant Commander in the Royal Air Force</i> 8.30pm on 6 th November 2012 In the Lecture Theatre Lecture £12 (Members £10)	Pulling & Sailing: Lifeboats in Cornwall Tony Rawlyn <i>The Chairman of the SW Maritime & History Society</i> 6.30pm on 3 rd December 2012 In the Lecture Theatre Lecture £3 (Members £7)
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National Maritime Museum
Discovery Quay
Falmouth, Cornwall
TR11 3QY
Normal admission @ price apply Director: Jonathan Griffin
Email: Enquiries@nmmac.co.uk
Telephone: 01752 313102
Fax: 01752 317070 Open daily 10am – 5pm
Evening Christmas & Birthday Dip
NMMMC is a registered charity
Charity number 1067004

Type Face

Choose Carefully!

Typeface

Entire family of fonts (of different weights)

Helvetica

Font

Member of a typeface

Helvetica Regular

Helvetica Oblique

Helvetica Light

Helvetica Light Oblique

Helvetica Bold

Helvetica Bold Oblique

Category

- Sans-serif, serif, script, decorative

Style

- Bold, italic, small caps, etc.

This pairing is bad

There isn't a good contrast between the header and body typefaces. Both are script fonts which creates no contrast.

THIS PAIR IS GOOD

There is clear delineation between header and body text, which adds balance and increases comprehension.

DISTINCTIVENESS IN FONTS



BAD PAIR

Yellowtail

This is Bradley Hand Bold. These fonts both have very distinct personalities and compete for attention. They do not pair well together.

GOOD PAIR

Yellowtail

This is Open Sans. Yellowtail has a personality but does not compete with the neutrality of a generic font like Open Sans. Therefore, this is a good font pair.

Serif Hats & Feet



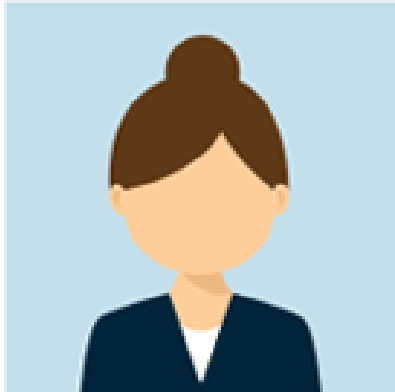
Sans-serif No Hate & No Feet #1 Readability

Script Sometimes these work,

*Can you read everyone's
handwriting?*

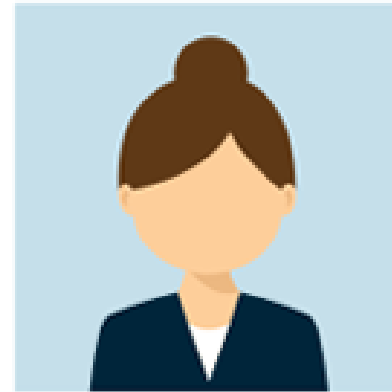
Decorative **Novelty. Theme inspired.
Fun. One or two words only.**

BEFORE



JANE SMITH
www.namewebsite.com
(000) 123 456 789
info@nameemail.com

AFTER



**JANE
SMITH**
www.namewebsite.com
(000) 123 456 789
info@nameemail.com

4

The Streetsville BIA presents



1

International Women's Day Luncheon

3

We will be joined by
our special guest
Madame Mayor Crombie!

2

MARCH 6TH 2020

11:30AM

AT CUCHULAINN'S IRISH PUB

158 QUEEN ST. S

\$25 INCLUDES LUNCH

#EachforEqual #IWD2020



This type is far too light



**THIS TYPE IS A BIT
OVERPOWERING**

This type is a little too small for this medium



Keep the contrast high



**Use capital letters
appropriately and sparingly.**

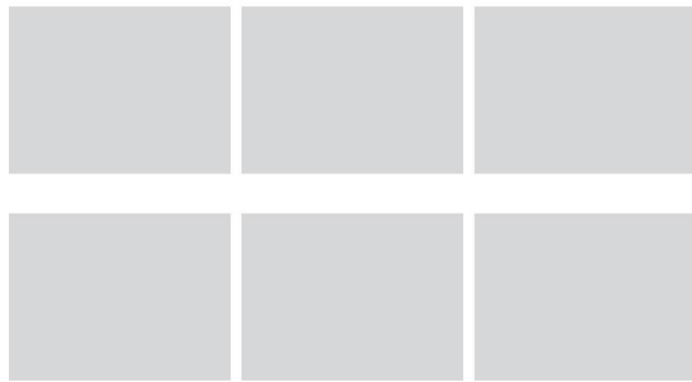
**Be intentional about your
choice of type size**

White Space

- Balance**
 - Readers' eyes get a break
 - Supports visual hierarchy
- Flow**
 - Provides a path to follow through the design
- Focus**
 - Separates & organizes design elements & content

← THIS IS WHITE SPACE →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum





This is Bad White Space

Is this example hard for you to read? Might be because of the little white space



Is this example hard for you to read? Might be because of the little white space. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat ut.

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This is Good White Space

Is this example easier for you to read? Might be because there is more white space



Is this example hard for you to read? Might be because of the little white space.

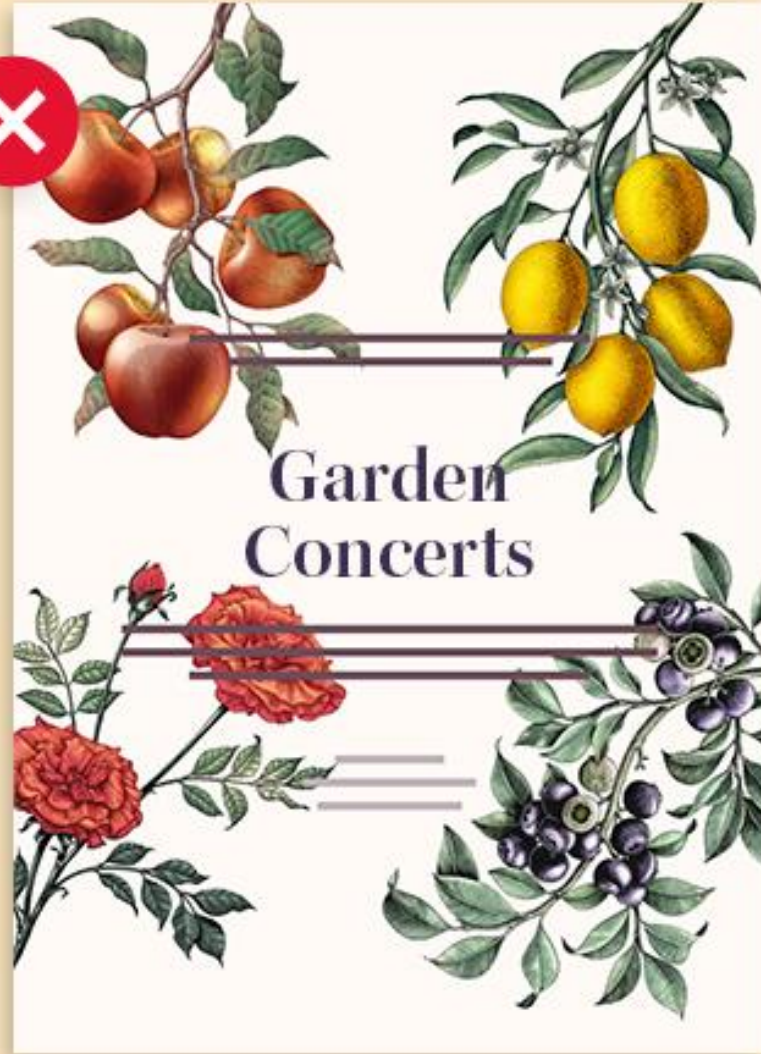
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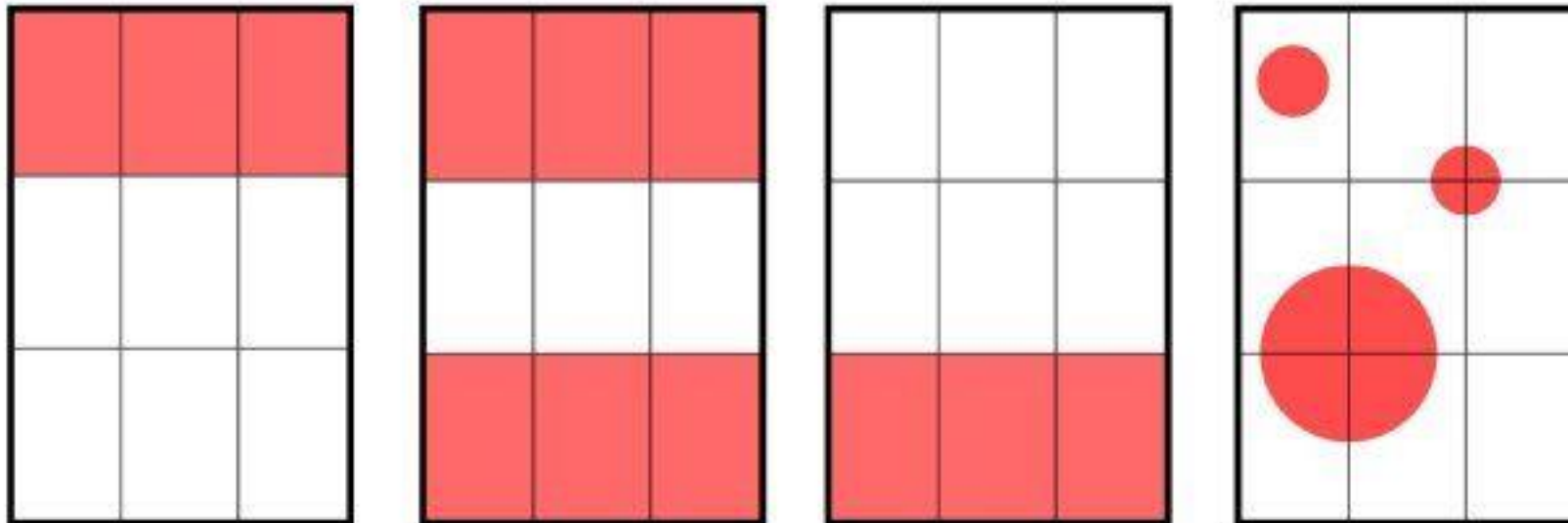
Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat ut.



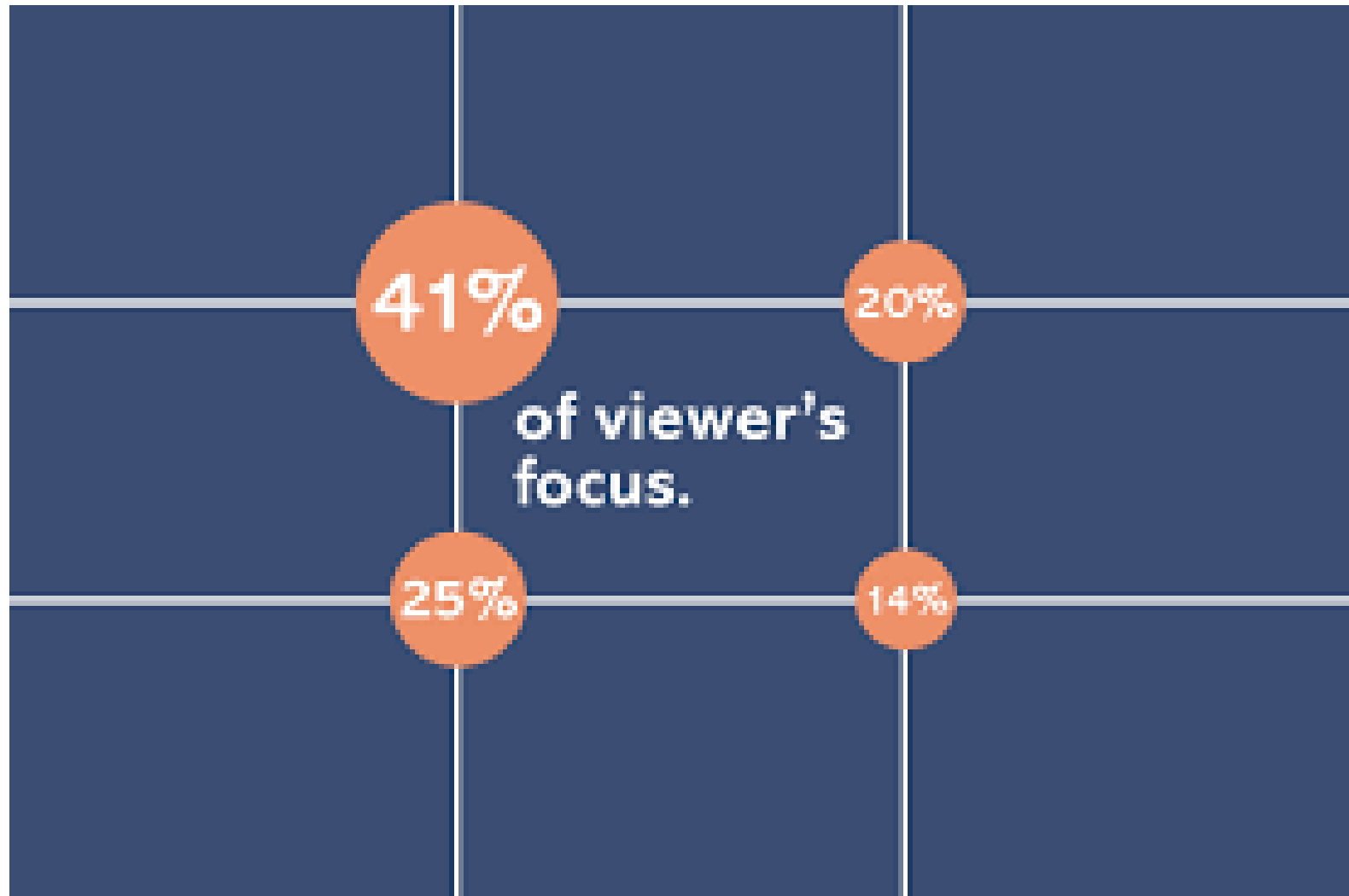
Composition & Design Structure

Rule of Thirds

- Divide layout into a grid
- 3 equally spaced horizontal lines
- 3 equally spaced vertical lines



Rule of Thirds



BEFORE



AFTER





FRESH AND NEW IDEAS

Fresh marketing strategies will be provided. This is clearly important since there are already loads of existing companies in the world.

Some of our world renowned clients include:

- The Business Etiquette
- Land of The Free
- Problems VS Solutions
- The Creative Industry
- Office on the Clock
- 9:00 PM
- The Business Jungle

We are a group of creative individuals that specialize in providing clients with effective business solutions



WORTH YOUR MONEY

Our company ensures that you get what you're paying for. All of our business solutions are worth your every penny.

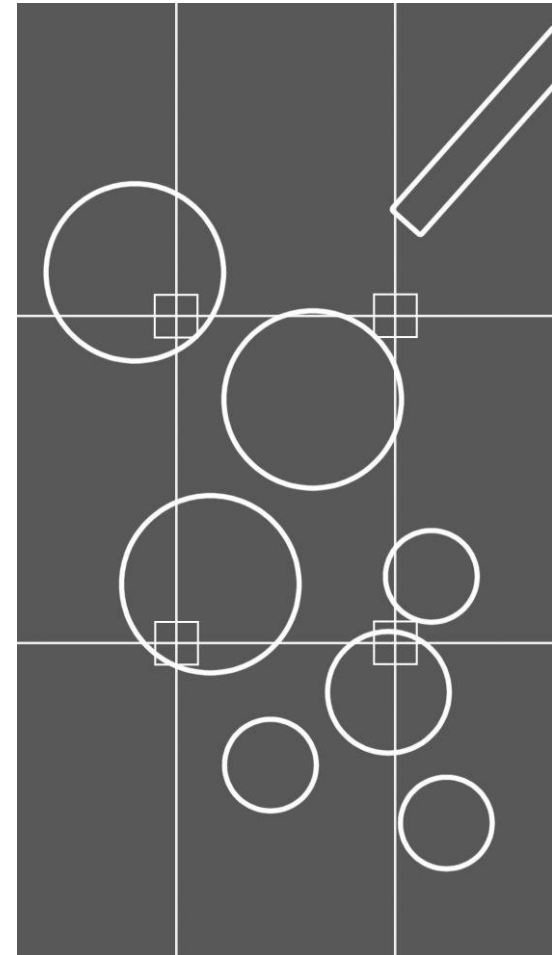


INCREASE IN CUSTOMERS

Evident increase in followers will ensue. This is because there will be a personal connection between you and your own clients.

Composition & Design Structure

Rule of Odds



DESIGNER HOMES

Harvard Home Construction
The Builders Who Deliver

FOR YOU AND

YOUR FAMILY



Homes starting at
\$1,200,000

We design the most exquisite and affordable homes on the East Coast. We apply our passion and vision to help you create your dream home.



Our Services include:

- New home design
- New home construction
- Interior renovation
- Exterior home remodeling
- General contracting



30+ years
of experience

More than 30 years of experience serving the Greater Toronto Area as a General Contractor and luxury custom home builder.

**CONTACT US TO
PLAN YOUR DREAM HOME TODAY!**

(600) 500-5050 | info@harvardhomes.com | www.harvardhomes.com

Consistency

- Fonts
- Bullets
- Text Size
- Capitalization

Test the Design

Visual hierarchy = Content hierarchy

- ✓ Guinea Pig
- ✓ What do they see first
- ✓ Second, Third
- ✓ What do we want them to do
- ✓ What questions/missing

Who, What, Why
How, When, Where

Final Thoughts

- Watch Acronyms
- Look for extra words: that
- Avoid all caps
- Punctuation
- Use grids & guidelines



- Collect your favorites
- What do you notice?
- What do you read?
- Use templates
- Pick design for content



Stay Connected

Jennifer Bierer

Manager, Communications

jbierer@prevention-first.org



@PreventionFIRST

PREVENTION-FIRST.ORG

Questions?



HAMILTON COUNTY
Mental Health &
Recovery Services Board

Post Training Info:

- The recording and supplemental materials will be available on the PreventionFIRST! website under **TrainingHUB**.

- Please complete the evaluation survey here:



- STAY CONNECTED:



[@PreventionFIRST](https://www.facebook.com/PreventionFIRST)



[@PrevFIRST](https://twitter.com/PrevFIRST)

prevention-first.org



HAMILTON COUNTY
**Mental Health &
Recovery Services Board**