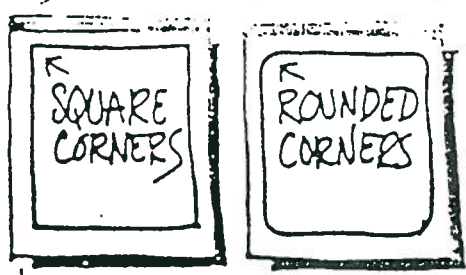


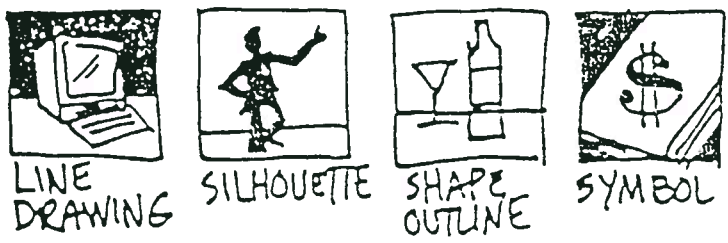
**1 BORDERS:**  
(DRAW BORDERS)  
LAST



White space around borders:  
ALLOW MORE AT BOTTOM (11 UNITS) THAN TOP (7 UNITS) OR SIDES (6 UNITS)

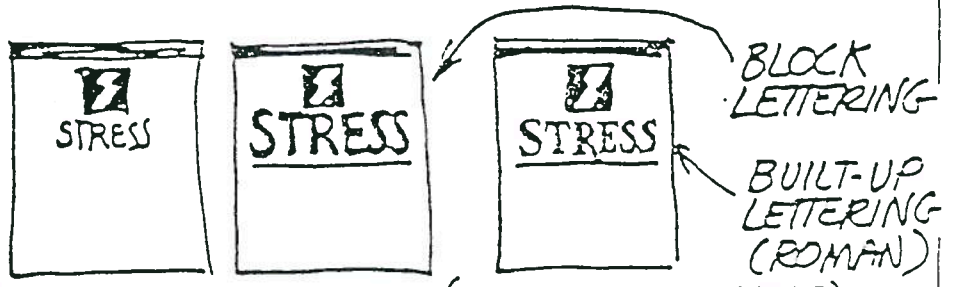
**2 ILLUSTRATION:**

AT LEAST ONE PICTURE. SUCH AS A



OR A PHOTO OR MAGAZINE PICTURE GLUED TO CHART

**3 LARGE BOLD LETTERING:**



Compare

\* THE SECRET IS: FAT LETTERS READ FURTHER (WEIGHT OVER HEIGHT)

**4 TWO OR MORE COLORS:**

I USE 6 COLORS FOR LETTERING  
"POOR MAN'S" VISUAL AID

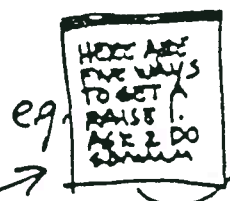


- ① BORDER: PURPLE
- ② DOAT: BLACK OUTLINE, BLUE SKY
- ③ SAFE SAILING: RED (UNDERLINE: BLACK)
- ④ ALTERNATE: BLUE & GREEN
- ⑤ BULLETS: CRANGE

THIS **I** VS **I**

**5 COLUMNS:**

AVOID THE NARRATIVE PARAGRAPH FORMAT



USE LISTS & THE 1/3 : 2/3 FORMAT

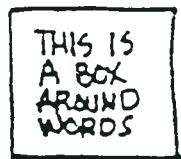


INDENT BULLETS 1/3 wd

**6 GRAPHIC DEVICES:**

- BARS
- BULLETS
- BOXES
- SHADOWS

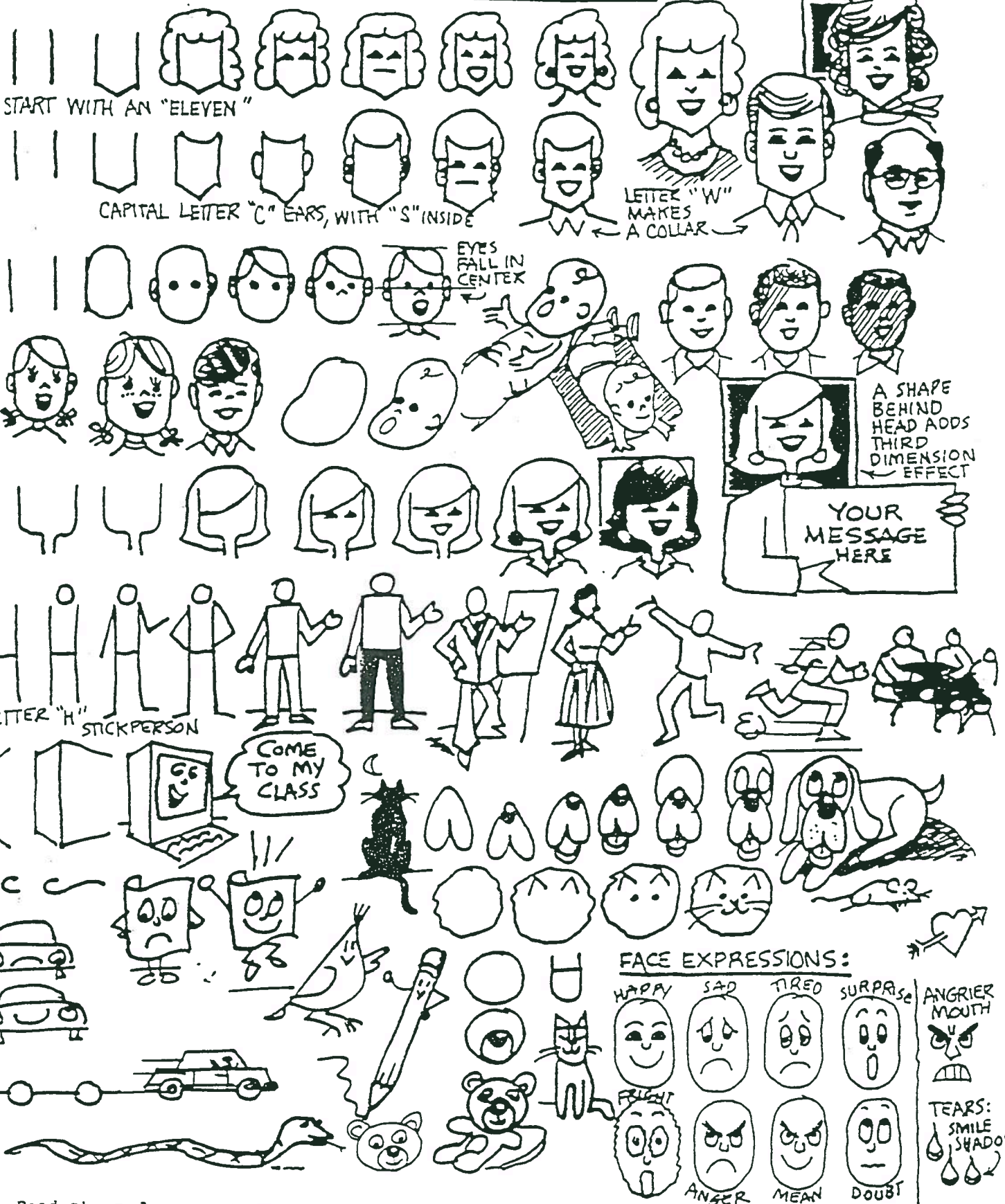
such as



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**ATTENTION:** EVEN NON-ARTISTS CAN USE GRAPHICS TO IMPROVE THE APPEAL AND IMPACT OF FLYERS, PRESENTATIONS, HANDOUTS AND PROMOTIONAL MATERIALS. BE WILLING TO EXPERIMENT AND PRACTICE. HAVE FUN, BE CREATIVE, LOOK FOR IDEAS, COLLECT REFERENCE MATERIALS. LEARN THE BASIC TECHNIQUES AND USE THEM!  
FROM THE WORKSHOP: "LET'S GET GRAPHIC" BY BRENT JACOBSEN, FORT COLLINS, CO

# YOU CAN DRAW!



Read these 3 great books: CARTOONING THE HEAD & FIGURE (Jack Hamm); ANIMATION and HOW TO ANIMATE FILM CARTOONS (both by Preston Blair: Foster Books).