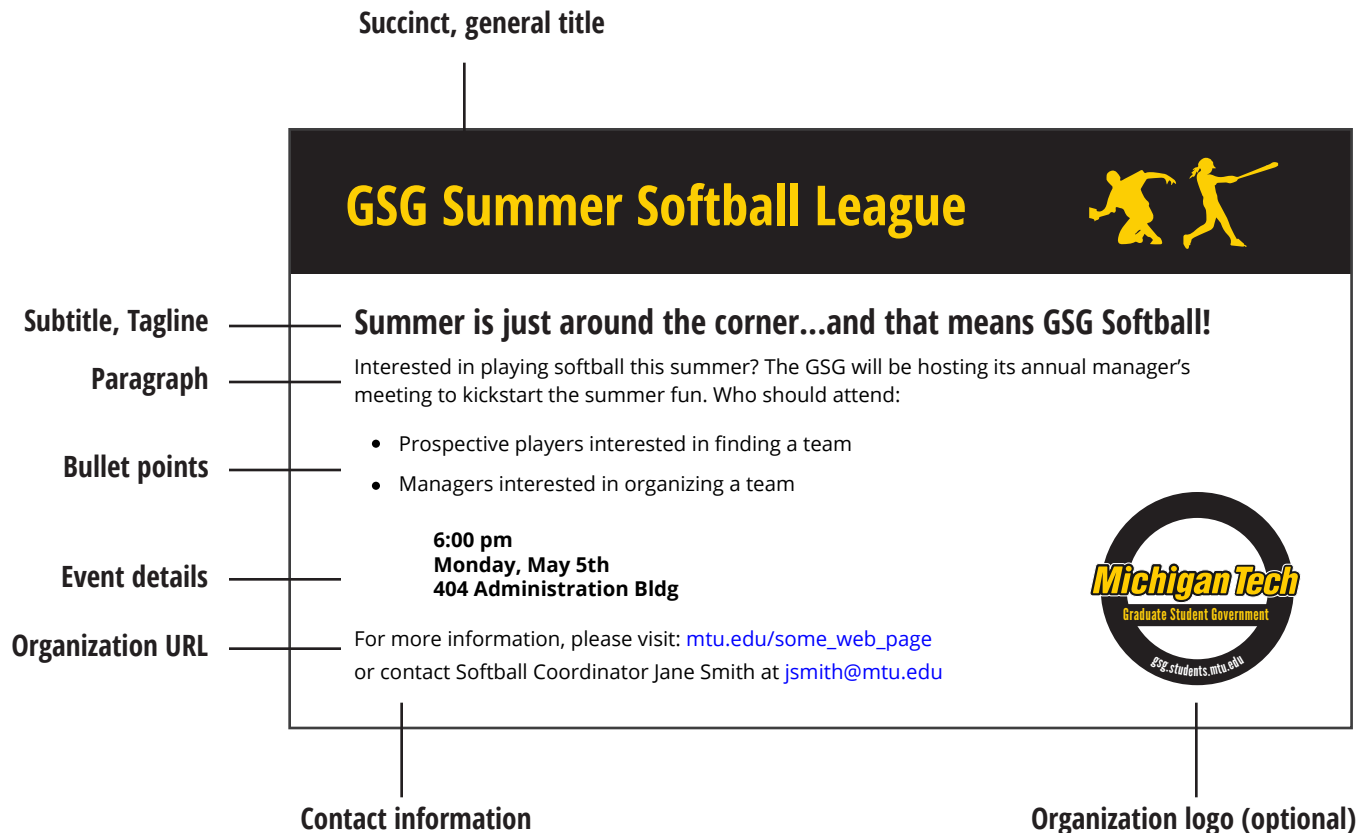


Organizing Effective Signs

The most effective and communicative signs are typically modular—that is, they briefly introduce an event or service and refer the viewer to a person, organization, or webpage for more information. Slides should be concise and eye-catching, with content that can be processed by viewers in under 30 seconds. Though many slide elements are optional, we recommend each slide's content be structured to move from the general to the specific, in something like the following fashion:



Title

State generally and briefly the name of the service, event, etc.

Subtitle or tagline

Use a catchy phrase/sentence that more specifically describes or defines the service, event, etc.

Paragraph

Offer a short paragraph unpacking the title and tagline further, and preparing the bullet points to follow.

Bullet points

Delineate specific interesting and useful features, in bullet-point form, of the service, event, etc.

Event details

State boldly, and surrounded by lots of white space, the date, time, and location of the service, event, etc.

Organization URL and contact information

Provide a name, hyperlink, email or telephone which can provide more information about the service, event, etc.

Organization or university logo, etc.

'Branding' your message with an organizational- or university logo establishes affiliation (optional).