



# Welcome to the Publications Center!

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Brighton Campus | MCC Association, Inc.

Publications Center 3-129 | 585.292.2478

<https://www.monroecc.edu/depts/association/publications-center/>

## Walk-in Hours:

M/W/F

1:30 pm - 3:00 pm

T/TH

9:30 am - 11:00 am

## Publications Center CLUB/ORG Publicity Request Checklist:

- Discuss your event idea(s) and timeline with your Advisor and fill out publicity request accordingly. Include 5 W's -- the **Who, What, When, Where** and **Why** of your event.
- Obtain **Office of Student Life Liason** approval **and** account number **BEFORE** you submit your publicity request. Work can not begin on your project until this step is completed. Account number is mandatory for use by the MCC Association Business Office for billing purposes and must be included on form.
- If YOU are designing your flyer** -- remember to include any special logos or photos in your design. Once it has been proofed and **APPROVED** by a **Student Life Liason**, you can send it for printing by selecting the "COPIES ONLY" box near the bottom of the publicity request form, and emailing it to Pam Hutton in the Publications Center at [phutton@monroecc.edu](mailto:phutton@monroecc.edu).
  - ❖ *Save your original design (so changes can easily be made -- if necessary).*
  - ❖ *Save as a pdf for emailing to Publications Center for printing - NO PUBLISHER FILES please!*
- If you are submitting a request for design services** -- be **SURE** to include logos, photos and any other special requests and/or information in a separate email to **phutton@monroecc.edu**.
- PROOFREAD YOUR COPY**  
Proof **BEFORE** you submit your copy to Publications and **AGAIN** when you receive a proof back from Publications for your approval. Your Advisor and a **Student Life Liason** **MUST** approve publicity **BEFORE** you submit it to the Publications Center. *The Publications Center is not responsible for the cost of reprints due to proofreading errors.*
- Use college logos appropriately. **DO NOT "STRETCH"** or otherwise distort logos. If in doubt...**ASK!** (There are strict guidelines for using the MCC logo - please seek advice when you want to use it.)
- Allow 10-15 working days (2-3 weeks)\* to complete your publicity request. Plan your time accordingly. Remember you'll need time for any changes, printing, and for fliers to be posted on campus.  
*\*Time required for larger projects will be determined by job requirements.*
  - ❖ *You need 55 copies to cover all publicity boards on all campuses.*
  - ❖ *If ordering handbills (4 per page) or half-sheets (2 per page) be sure to "do the math" and order accordingly.*
  - ❖ *Order only the amount of copies you truly need. Be sustainable -- save a tree! :-)*
- Keep an eye on your email. Once your item(s) are completed you will receive an email telling you your publicity is ready for pick-up in the Publications Center 3-129.
- Use your social media and websites. Ask for your publicity in a jpg format so you can easily post it online!

# GRAPHIC SERVICES REQUEST FORM

PLEASE ALLOW A MINIMUM OF 2-3 WEEKS (10-15 WORKING DAYS) TO COMPLETE YOUR REQUEST. TIME REQUIRED FOR LARGER PROJECTS WILL BE DETERMINED BY JOB REQUIREMENTS.

**THIS IS IMPORTANT!**

**AUTHORIZED BY** (Director or Designee) Student Life Liason (ie. Betty Stewart, Jodi Oriel, Shirley Batistta-Provost or Dana Voldan-Curry)

**Event Title** "Constitution Day Event" or "Spring Fling Flyer" **Today's Date:** \_\_\_\_\_

**THIS IS IMPORTANT!**

**Org/Club/Dept** Student Government Association or SEGA or CAB etc. **Account/Project ID #** -

*Work on your project can NOT begin without this number.*

**Name** Your Name and MCC Student Email **Email** \_\_\_\_\_

**Publications office is NOT responsible for cost of reprints due to proofreading errors.**

Design / Paper Size	No. of Copies	Color .10 cents/side	B/W .5 cents/side	1 or 2-sided?
8 1/2 x 11 flyer	<u>55</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>1</u>
8 1/2 x 11 flyer	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
8 1/2 x 11 flyer	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
8 1/2 x 11 handbills (4 per page) <i>Example, if you want a total of 200 handbills you need only order 50 pages of 4/per page.</i>	<u>50</u>	<input type="checkbox"/>	<input type="checkbox"/>	_____
8 1/2 x 11 invitations (2 per page) <i>Example, if you want a total of 100 invites you need only order 50 pages of 2/per page.</i>	_____	<input type="checkbox"/>	<input type="checkbox"/>	(2-sided)
11 x 17 flyer	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
11 x 17 flyer	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
12 x 18 poster (.20/ea.)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
13 x 19 poster (.20/ea.)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____
17 x 22 poster (\$8/ea.)	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____

**SAMPLE**

BE SURE  
YOU SUBMIT  
PROOFREAD  
COPY WITH  
YOUR DESIGN  
REQUEST

**COPIES ONLY** 20  
SEND DOCUMENTS TO BE COPIED IN PDF FORMAT *via email*

**DESIGN SERVICES ONLY | Send to: ex. customink.com**  
*Check this box if you require graphics being sent to an outside source for printing like t-shirts and other promo itmes.*

**Please write any special instructions on the back of this form, or email them to me directly.**

PLEASE PROVIDE ANY ADDITIONAL INFORMATION VIA EMAIL - OR ON THE REVERSE SIDE OF THIS FORM.  
Pam Hutton: phutton@monroec.edu / 585.292.2478





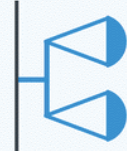
# 11

## DESIGN PRINCIPLES TO ENHANCE YOUR SOCIAL MEDIA IMAGES

GUIDE STARTS HERE



### 2. BALANCE



- Creates a sense of harmony
- Symmetrical & Asymmetrical
- Each element holds a 'weight'

### 1. COLOR



- Used to convey emotion
- Support a certain personality
- Sets the mood & atmosphere

### 3. LINES



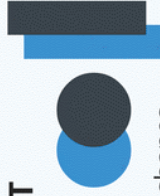
- Help to guide the eyes
- Straight lines help create harmony
- Curved lines help create movement

### 4. TYPOGRAPHY



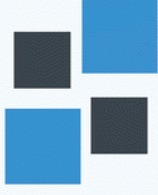
- Limit to 3 typefaces
- Serif for print, san-serif for web
- Use kerning for great headlines

### 5. CONTRAST



- Add contrast with shapes
- Add contrast with color
- Add contrast with element sizes

### 6. SCALE



- Sizing of different elements
- Brings attention to certain areas
- Helps to demonstrate a concept

### 7. PROXIMITY



- Group related items together
- Connect colors, fonts, and shapes
- Helps to perceive items as similar

### 8. HIERARCHY



- Most important elements first
- Focus on the goal of the design
- Curved lines help create movement

### 9. REPETITION



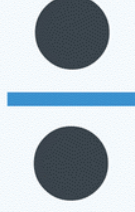
- Consistent Branding
- Focus on fonts, colors, & logos
- Will create a recognizable look

### 10. DIRECTION



- "F", "E", & "Z" Pattern
- Upper left and left side for key info
- Be deliberate about your design flow

### 11. SPACE



- Keep designs super simple
- Use space to amplify other objects
- Don't be afraid to take elements out

READ MORE AT [BLOG.BUFFERAPP.COM](http://BLOG.BUFFERAPP.COM)



<https://blog.bufferapp.com/social-media-design-tips>

Need your publicity for your social media?  
Just ask for a jpg when you submit your request!

## 5 Tips for Choosing Fonts:

Using fonts for any print materials might seem like a pretty easy job, but think again. Unless you know a thing or two about typography, it is really common for someone to choose a font that doesn't work. Basically, there's more to using fonts than meets the eye. So the next time you need to make a font decision, here are five simple rules that anyone can follow.

### 1. Don't **MIX** Too Many Fonts

Using too many different fonts is confusing and hard to read. A good rule is to just stick to two different fonts. Preferably a **serif** and a **sans serif** font.

### 2. Go easy on the **ALL CAPS**

There's no need to yell! People will still read your ad if it's not in all capital letters, and it will most likely be easier to read.

### 3. Don't **Distort** Fonts

This doesn't look very professional. Plus, it's a good way to make a designer sad. :-(

### 4. Avoid using **decorative fonts** unless it's a headline -- choose readable fonts!

You want people to be able to read your information. Use a clean, legible font for the body of your publicity piece and leave the fancy stuff for the headlines!

### 5. (Keep it Simple)

There are times and places for all those fancy free fonts you've accumulated, but keep in mind that if someone else doesn't have that particular font on their computer - a substitution will be made -- and it's not always pretty! This can be avoided by saving your document as a pdf before you send it to Publications. Keep it simple!

## Proofreading Tips:

Proofreading means examining your text carefully to find and correct typographical errors and mistakes in grammar, style, and spelling and/or information BEFORE you submit for design. Here are some tips.

### Before You Proofread:

- ◆ Be sure you've revised the larger aspects of your text. Don't get bogged down at the text level if you still need to work on the focus, organization, and development of the project.
- ◆ Set your text aside for a while (even for just 15 minutes) between writing and proofing. Some distance from the text will help you see mistakes a little easier when you come back to it. Enlist the help of a friend - fresh eyes may see mistakes you miss!
- ◆ Eliminate unnecessary words before looking for mistakes. Write in clear, concise, direct sentences.

### When You Proofread:

- ◆ Read out loud. This is especially helpful for spotting run-on sentences, but you'll also hear other problems that you may not see when reading silently.
- ◆ For larger projects, try using a blank sheet of paper to cover up the lines below the one you're reading. This technique keeps you from skipping ahead of possible mistakes.
- ◆ Use a spelling check, but remember that a spelling checker won't catch mistakes with homonyms (e.g., "they're," "their," "there") or certain typos (like "he" for "the").