2016 NEXT Church National Gathering

THE MEDIUM IS THE MESSAGE
{Good Design for the Church}

Jessica Fisher | Graphic Designer, Liturgical Artist, & Candidate

Download slides at LiturgyBeyondWords.com

WHO AM I?

Jess Fisher

- LiturgyBeyondWords.com

- MDiv '15,
  Wesley Theological Seminary
- Graphic Designer & Consultant
- Liturgical Artist & Candidate

- Visual Thinker
- Obsessive Organizer
- Integrative Thinker

WHO ARE YOU?

Please share...

- Your name
- Your favorite logo or design element or campaign
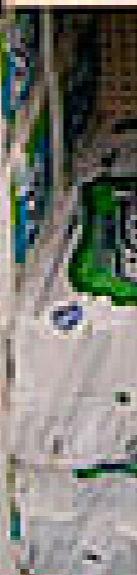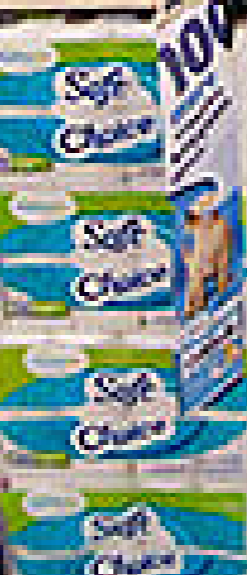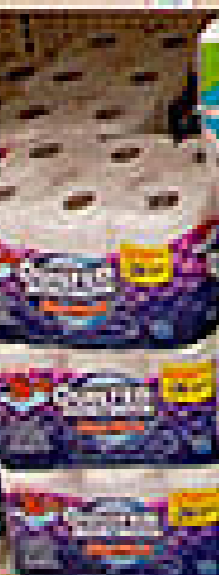- Why you're here or what you're looking to get out of this workshop?
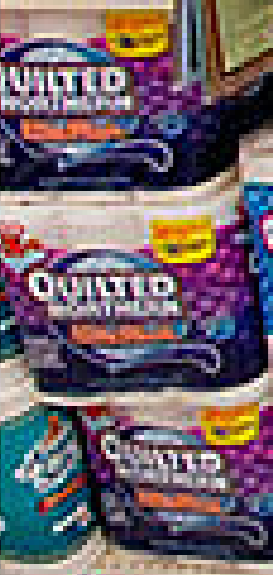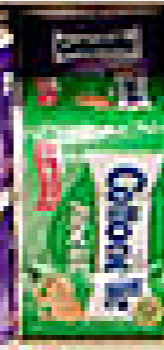
OVERVIEW

- Theory and theology of why design matters

- Design thinking and tips to use across media platforms and to rethink the communications you already send

- Tools and resources to take this home

- Tips on working with a designer

- Questions and Responses

THEOLOGY

DECISION FATIGUE

or visual Sabbath?

First Presbyterian Chu...

Home
Pastor's Note
Church Calendar
Sermon Archive
Mission Activities
Virtual Tour
Church History
Links
Contact Us

Welcome!

Please take a moment to browse our website using the
more about our church community!

We invite you to join us for Sunday Morning Wors
(Sunday School begins after the Children's Sermon)

Fall Concert Series Informati...

...is available to meet

Jesus said, "Feed My Sheep." This welcoming
shares the grace and peace of God's blessing

Faith BIBLE CHURCH

eekly Schedule
nday, April 15, 2012
ices...............8:30, 10:00, 11:30 am
ch.................................. ....11:30 am
ur Money God's Way".........8:30 am
....................................8:30 am
School.............................10:00 am
nday School........................10:00 am
ay School.........8:30, 10:00, 11:30 am
...................................11:30 am
Cutting Workshop.......3:30 – 5:30 pm
...................................4:00 pm
oup...................................4:00 pm
nday, April 16, 2012
ng Bible Study (at FBC)............6:00 pm
covery Worship (at FBC) ....7:00 pm
esday, April 17, 2012
' Lunch at Applebee's.........1:00 pm
Group (at the Murdock's)...............7:00 pm
e Prayer Group (at Mary Martin's)...7:00 pm
nesday, April 18, 2012
chool Prayer Group (at FBC)......6:15 pm
Step Bible Study (at FBC). ......7:00 pm
rsday, April 19, 2012
Group (at New Towne Village).......1:30 pm
le Study (at FBC, Childcare Provided).7:00 pm
Bible Study (at the Hager's)............7:00 pm
iday, April 20, 2012
    30 Hour Famine
ect' Small Group (at the Brown's)..6:00 pm
urday, April 21, 2012
    30 Hour Famine
aining.................................7:00 am
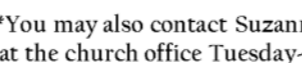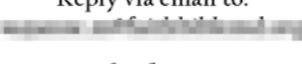
Nursery Volunteers
Needed....

....during the 8:30, 10:00, or 11:30
services. This is a vital ministry!!

* If you are willing to serve in
this area once every 8 weeks,

**You may also contact Suzanne
at the church office Tuesday-
Friday at

or
Reply via email to:

Thank You!!

AWANA
·Tonight is Double Points
    Night! 4~6 pm

·Next Sun., April 22 is
    Patriotic Night.

FYI
for your information

**Upcoming Events
& Dates to Note:**

Tuesday, April 24
Elders' Meeting 6:30 pm

Sunday, April 29
Class 101 Begins 11:30 am

Thursday, May 3
National Day of Prayer

Saturday, May 5
· Men's Breakfast 8:00 am
· Courageous Study 8:45 am
· AWANA Grand Prix 1:00 pm

Saturday, May 12
Car Wash Fundraiser for
Philippines Missions Trip

Saturday, May 19
Day of Prayer 8 am-5:30 pm
Concert of Prayer 6 pm-8 pm

Saturday, June 2
· FBC Annual Yard Sale
    6:30 am-11:00 am
· Bake Sale Fundraiser for
Philippines Missions Trip
    6:30 am-11:00 am
· Men's Breakfast 8:00 am
· Courageous Study 8:45 am

FBC is planning a...

Summer Picture Directory!

Portrait sittings will be done by
Lifetouch Photography and will
take place at FBC
Wed., June 6 - Sat., June 9.

****Scheduling details will be
available soon!**

Portrait sittings are free, and
each family that participates will
receive:
▫ One free 8x10 print
▫ A picture directory

You will also have an opportunity
to purchase additional portraits
following your photo session.

**2012 Weekly Tithes
and Offerings**
Weekly Budget Need $9,924.12
Last Week's Offering $10,819.32

Our Mission
"To glorify God by sharing
the Good News of Christ
and establishing believers
to pursue God's plan for
their lives."

Our Vision
"To spiritually impact
our community until
everyone understands the
Good News."

Sun., Apr

8:30, 10:00,
Worship

Order of

Praise an
"Be Still

Openin

Congregatio

Welc
Announ

Offering & S

Worship
"Rev
"The Law
"Lord Jesus,
Y

Ser
"Thess

Bene

Sunday School is changing
and will be at the same
time as worship beginning
January 17th! The children
will be in the Sanctuary
until the Children's
Message, then go
downstairs for Sunday
School.

The Annual Congregational
Meeting with be held
following worship on
Sunday, January 24th.

GOD'S MEDIUM

- How does God communicate with us?

- Creation
- Walking in the Garden
- Angels
- A donkey
- Burning bush
- Doves
- Rainbows
- Covenants
- Priests, Prophets, Judges

- Incarnation
- Jesus coming as a babe
- Parables
- Epistles
- Visions and Dreams
- Gospels
- Baptism
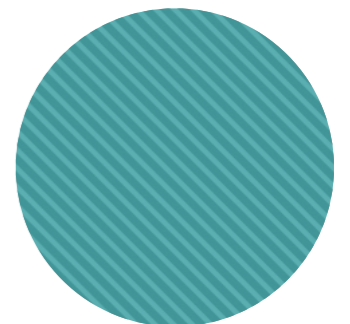- Communion
- Community

GOD'S MEDIUM

- What do these mediums tell us about God?

- God creates order
- God is with us
- God is who God is
- God is a mystery
- God is involved in creation
- God wants to be in relationship with us

- God came as one of us
- ...as a baby, not a king
- God wants us to think and live differently
- God wants us to be in community
- God signs and seals us
- God is in us, with us, and around us

THEORY

THE MEDIUM IS THE MESSAGE

- Communication Theory by Marshall McLuhan
- How the *form* of communication affects its message: On a macro level, this means changes in *technology* affect society more than the *content* we communicate

TECH & CHURCH HISTORY

- *Flickering Pixels* by Shane Hipps
- The shift from Oral communication to Written communication, brought about by the printing press, enabled a shift in the church - from a focus on narrative to a focus on theology and doctrine

SHANE HIPPS

FlickeringPixels

HOW TECHNOLOGY SHAPES YOUR FAITH
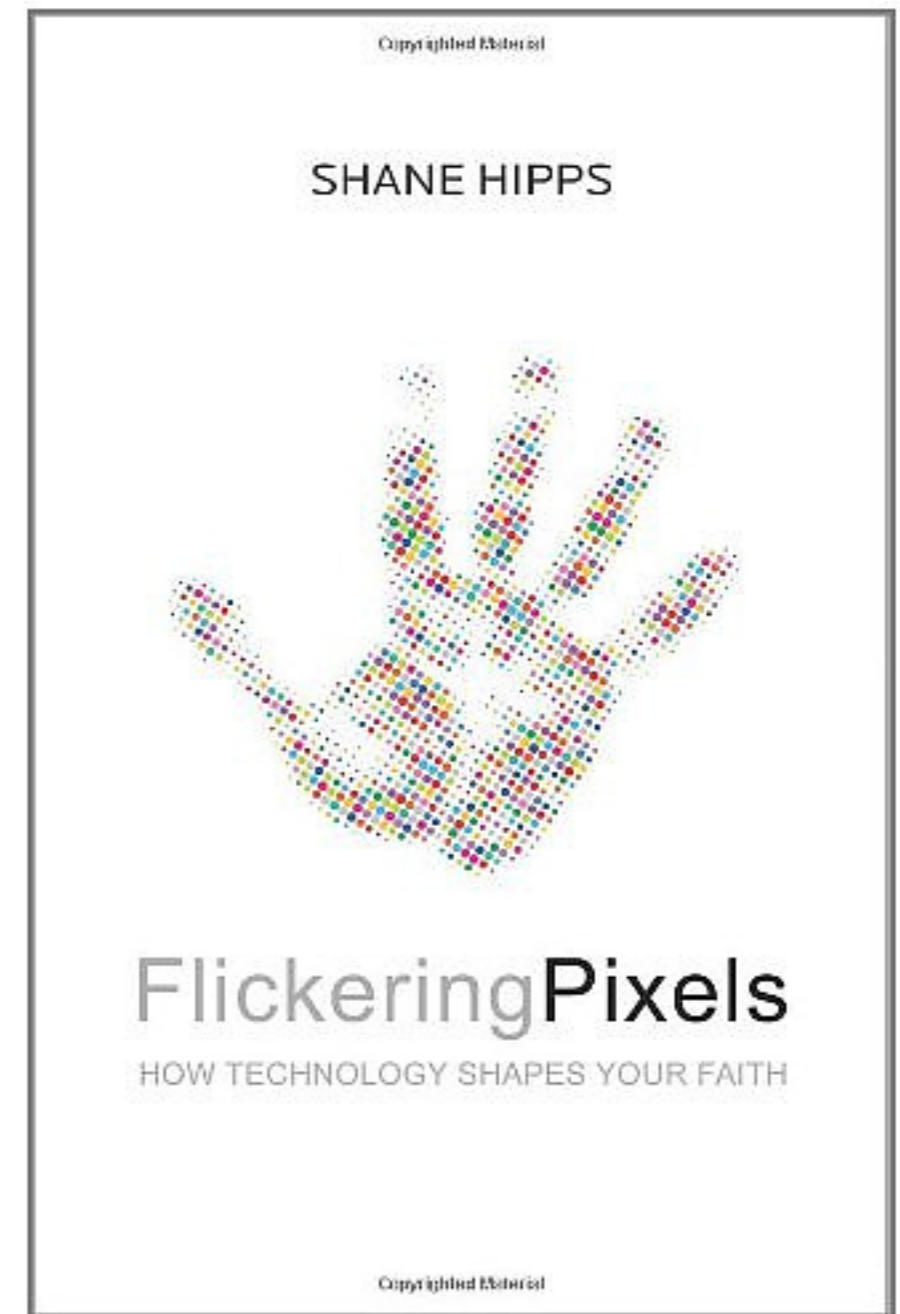
[See chapters 4, 7, 16]

TECH & CHURCH HISTORY

PRE-PRINTING PRESS

- Oral & Images
- Shop signs used images
- Church: Narratives from OT & Gospels; stained glass

POST-PRINTING PRESS

- Written
- Shop signs used text
- Church: Reformers focus on abstract theology from Epistles; Bibles

INTERNET AGE

- Image and Video
- Shop online
- Church: Rise in biblical storytelling; social media

THE MEDIUM IS THE MESSAGE

- On a micro level, this means the forms in which we communicate say as much, or more, about our message than the content of that message
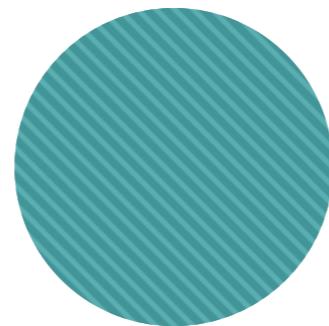
- Did Peggy get a compliment or an insult?

PROCESS

GOALS OF COMMUNICATION

Use Message, Style, and Function to…
- Get Attention
- Convey Information
- Move to Action

While considering…
- **Purpose**
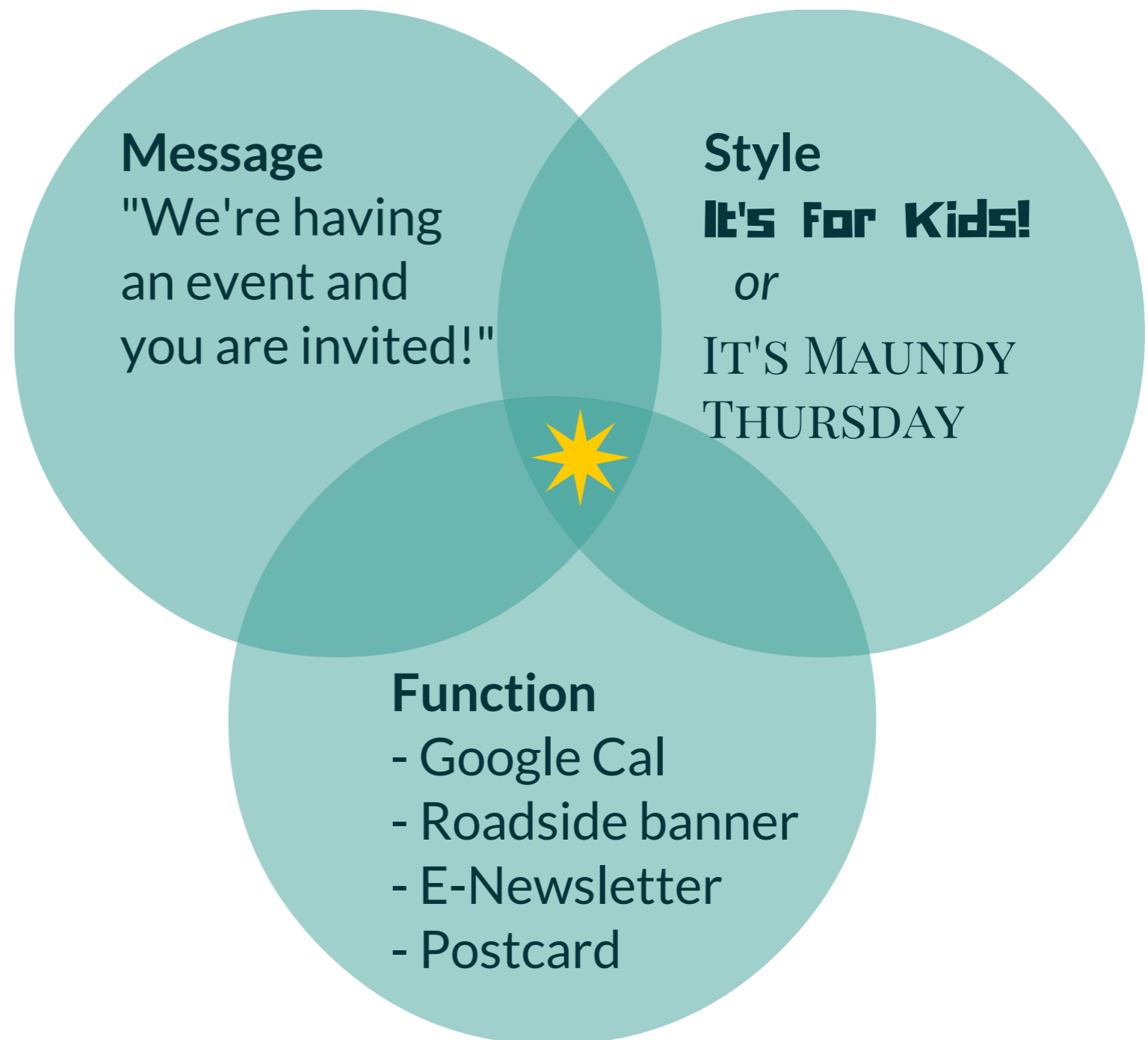- **Audience**
- **Resources**

SUCCESSFUL COMMUNICATION

Designers strategically think through the message, style, and function of any communication to make it successful.

[This comes from SEMIOTICS - the study of meaning-making, sign processes and meaningful communication - and it's three branches SEMANTICS, SYNTAX, and PRAGMATICS.]

Message
- Relationship of visual image to meaning

Style
- Elements and principles of design
- Aesthetics

Function
- User-centered
- Budget & Other Logistics
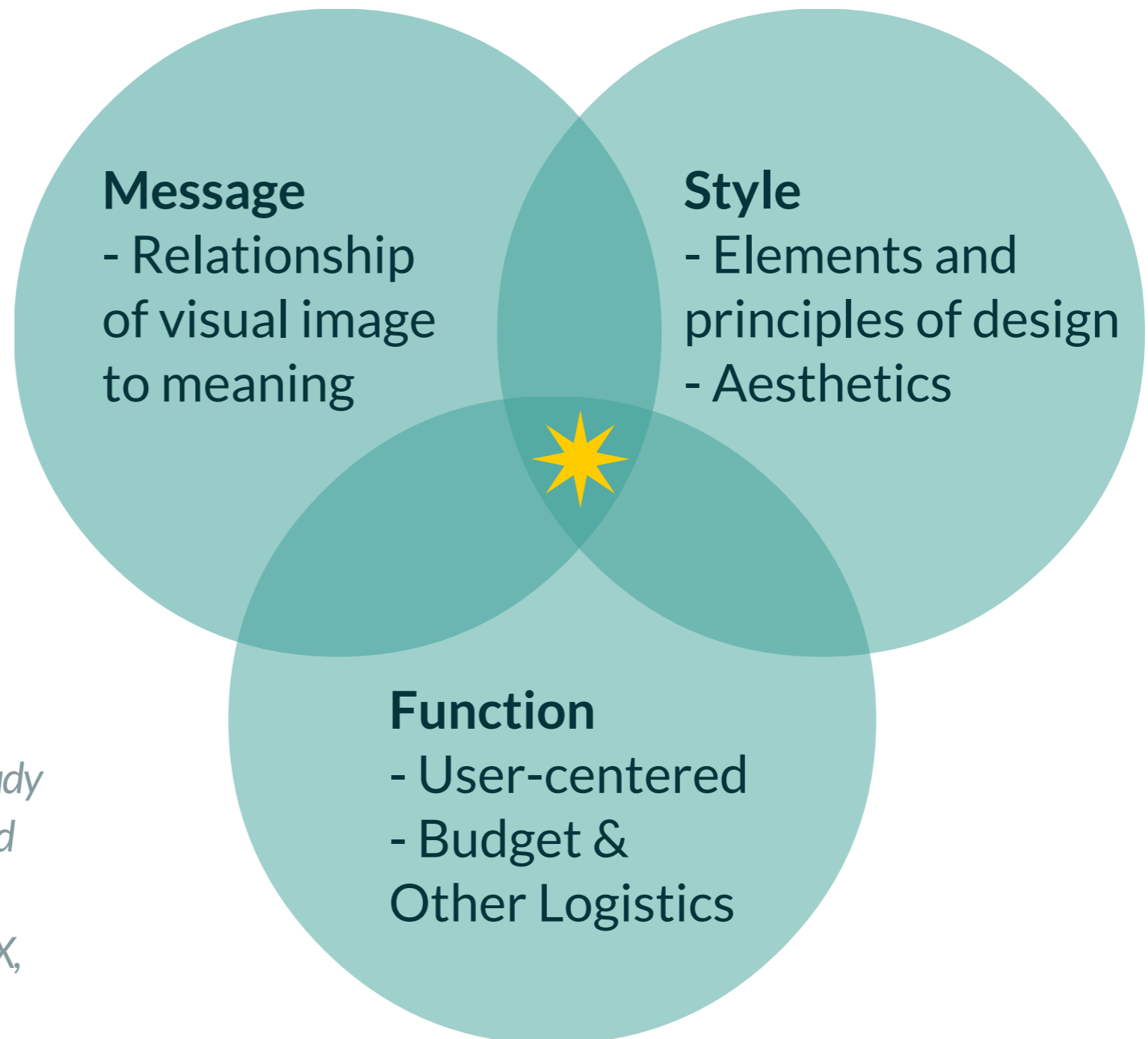
SUCCESSFUL COMMUNICATION

- If you are not clear on your *message*, no one else will be.

- *Style* depends on the tone of the event, your audience, your identity, and your larger context.

- *Function* takes into account different types of media and the logistics of each.

Message
"We're having an event and you are invited!"

Style
It's For Kids!
or
IT'S MAUNDY THURSDAY

Function
- Google Cal
- Roadside banner
- E-Newsletter
- Postcard

OVERALL IDENTITY

- Logo
- Color Palette
- Fonts
- Layout

- YOUR STORY

CONSIDER

- Purpose
- Audience
- Resources

TIPS AND TRICKS
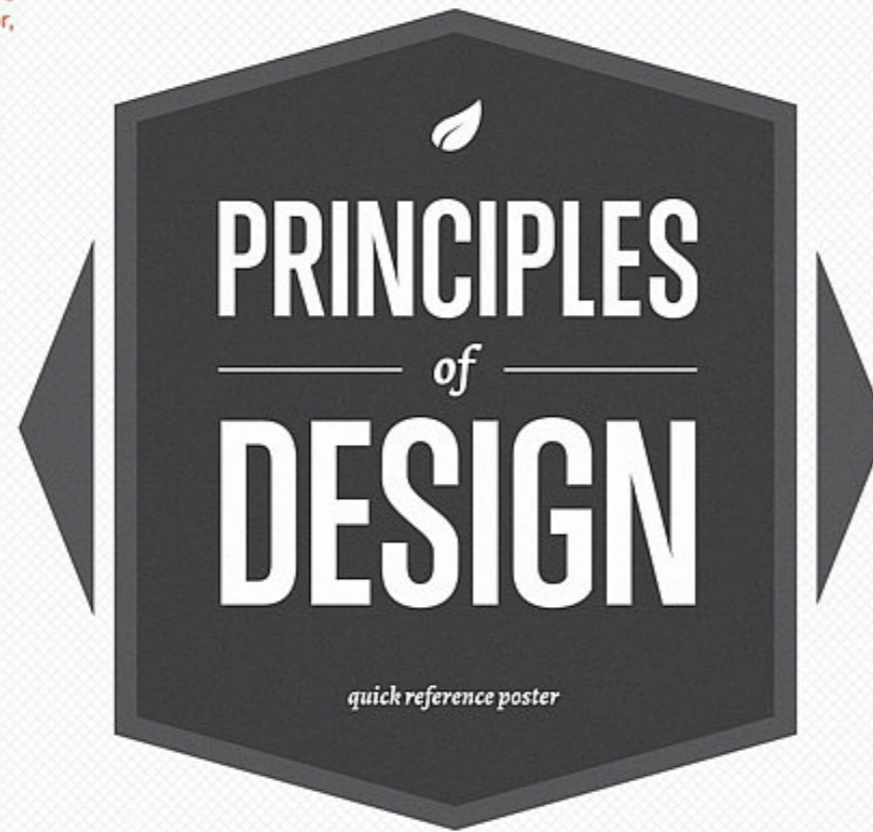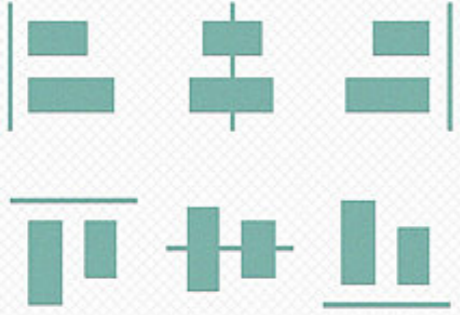
CONTRAST

COLOR

TONE/VALUE

SIZE/SHAPE

DIRECTION

Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design.

REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.

PRINCIPLES of DESIGN

quick reference poster

ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.
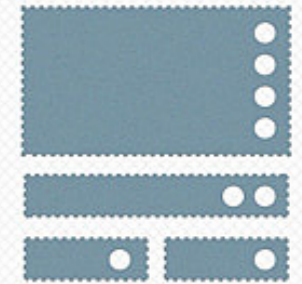
PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.

LINE

A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

SHAPE

Height + width = shape. We all learned basic shapes in grade school – triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: geometric (triangles, squares, circles etc), natural (leaves, animals, trees, people), and abstracted (icons, stylizations, graphic representations etc).

VALUE

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value – everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

COLOR

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.
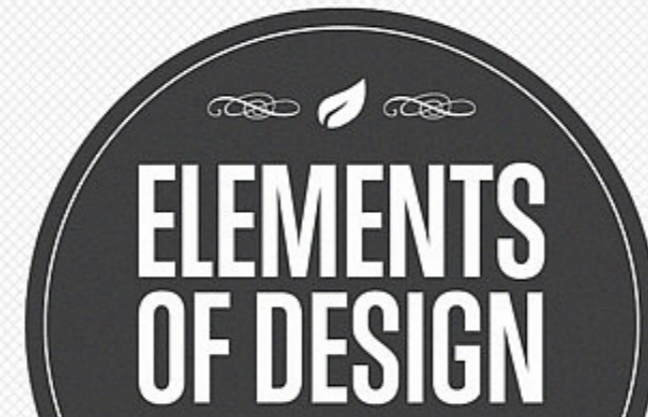
Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

ELEMENTS OF DESIGN

quick reference sheet

SPACE

Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest; define importance; lead the eye through a design and more.

TEXTURE

Texture relates the to surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.
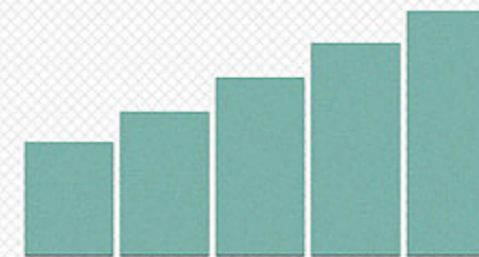
SIZE

Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.
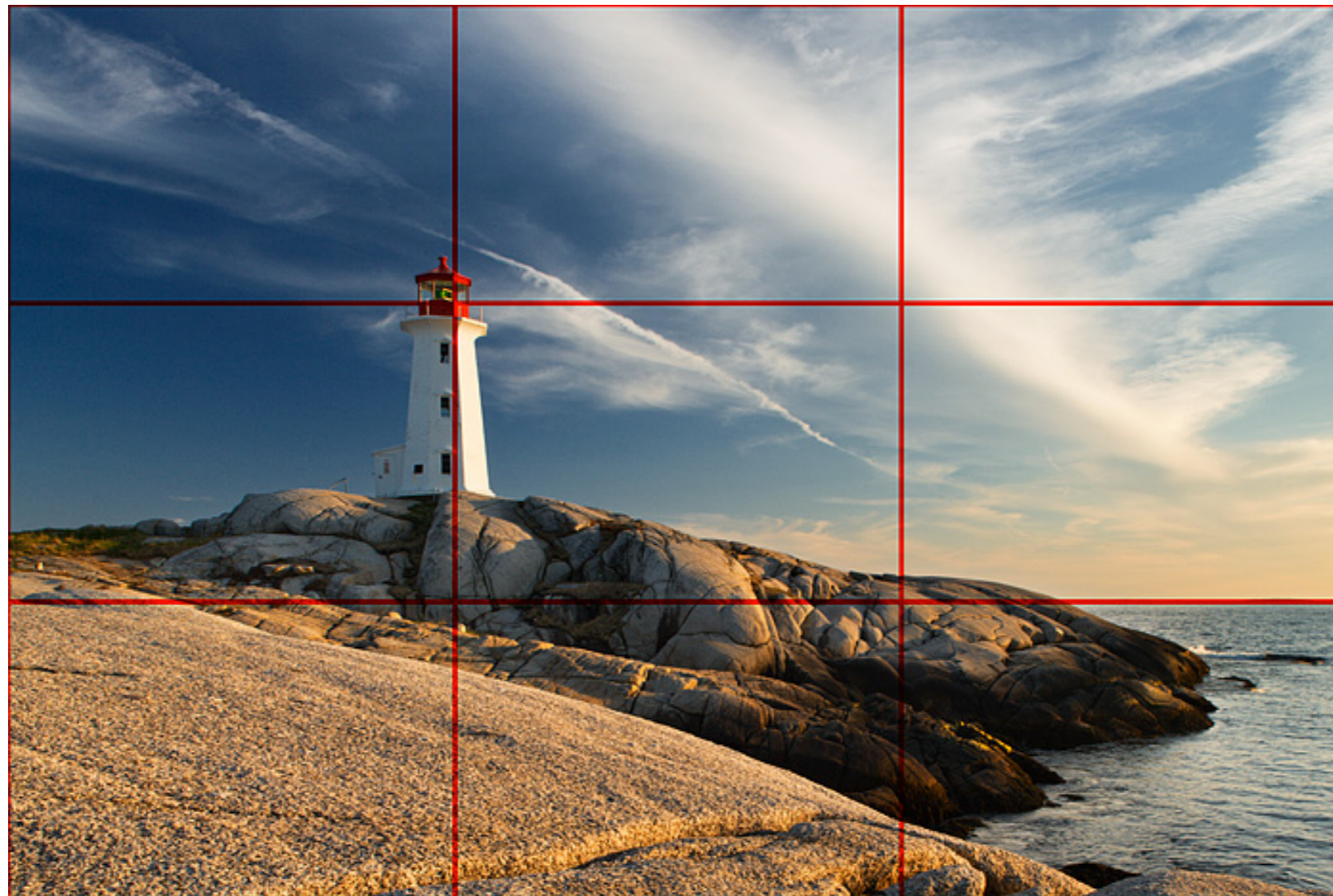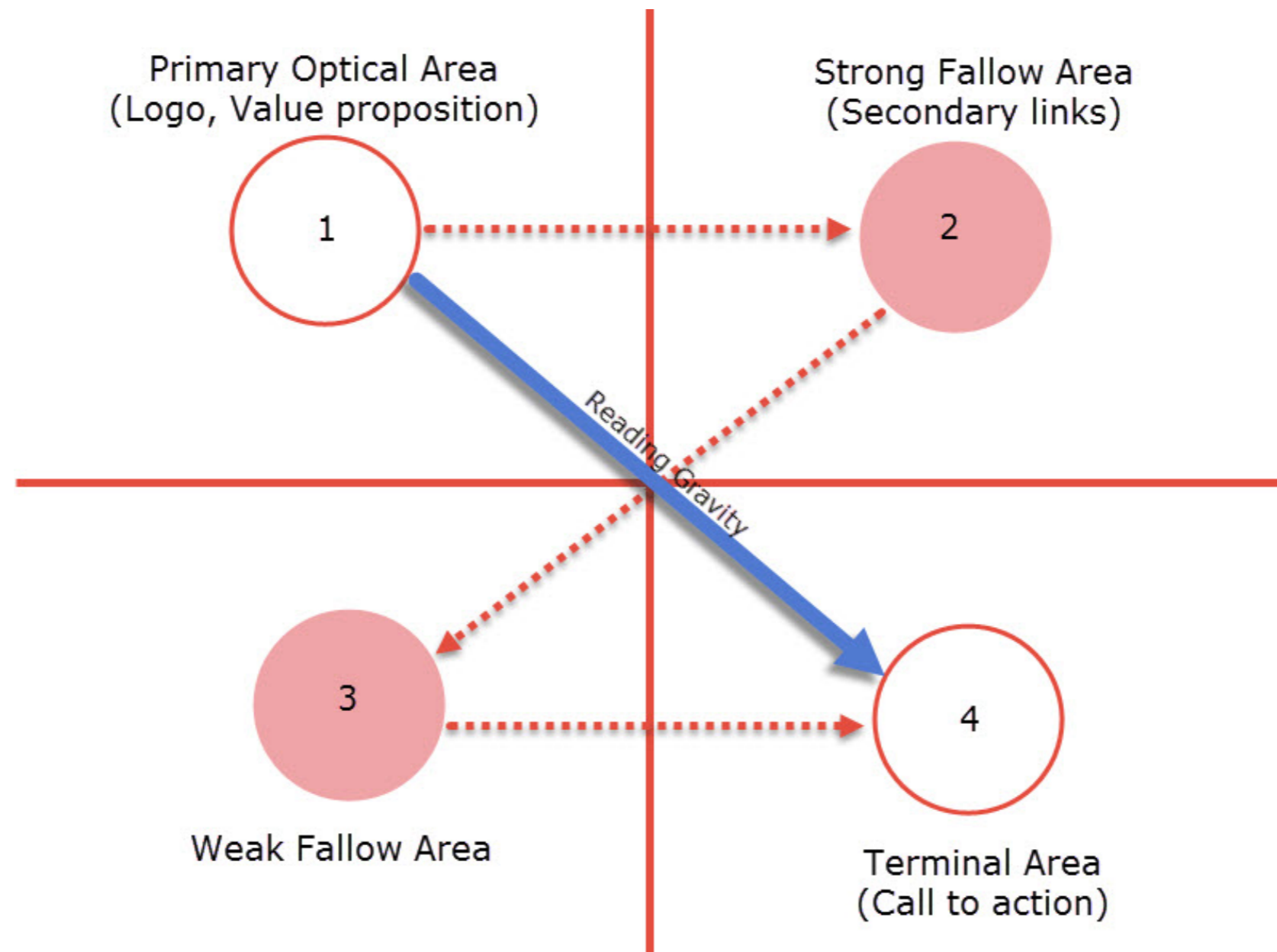
COMPOSITION

Rule of Thirds

COMPOSITION

Natural Eye Flow

COMPOSITION

Grid Layout

COMPOSITION

Visual Hierarchy

HIERARCHY
ORGANISES AND DIRECTS
A READER BY GROUPING TOGETHER
RELATED ELEMENTS TO CREATE A FOCAL POINT OF INTEREST

A well executed visual hierarchy will guide the reader effortlessly through your design from beginning to end.
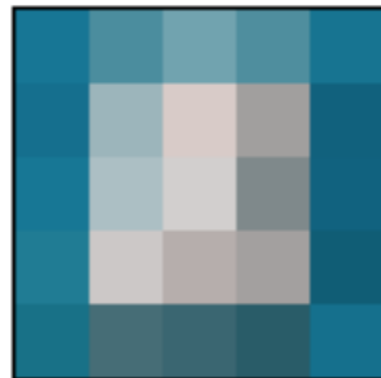
IMAGES

Resolution
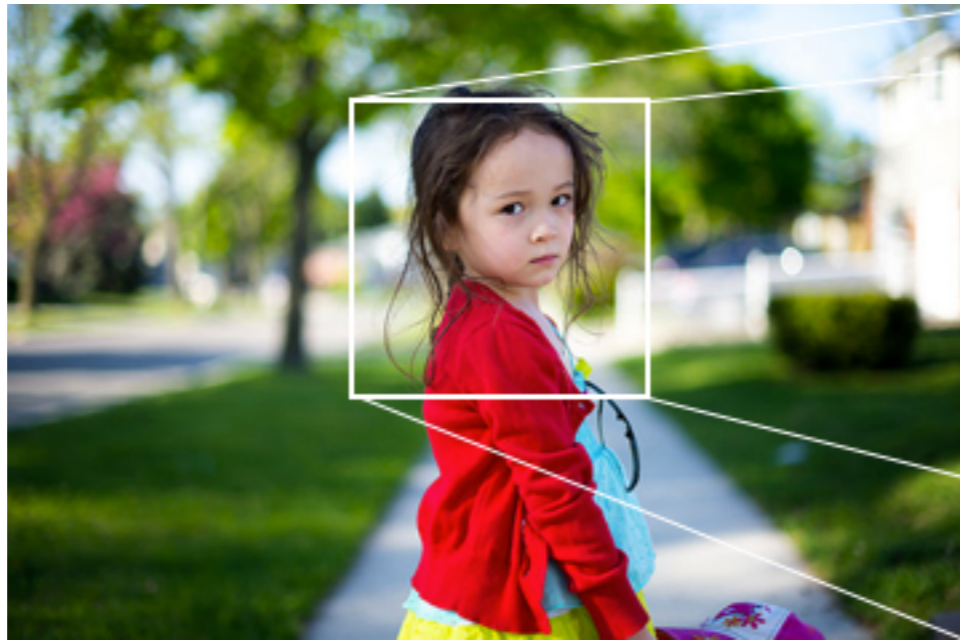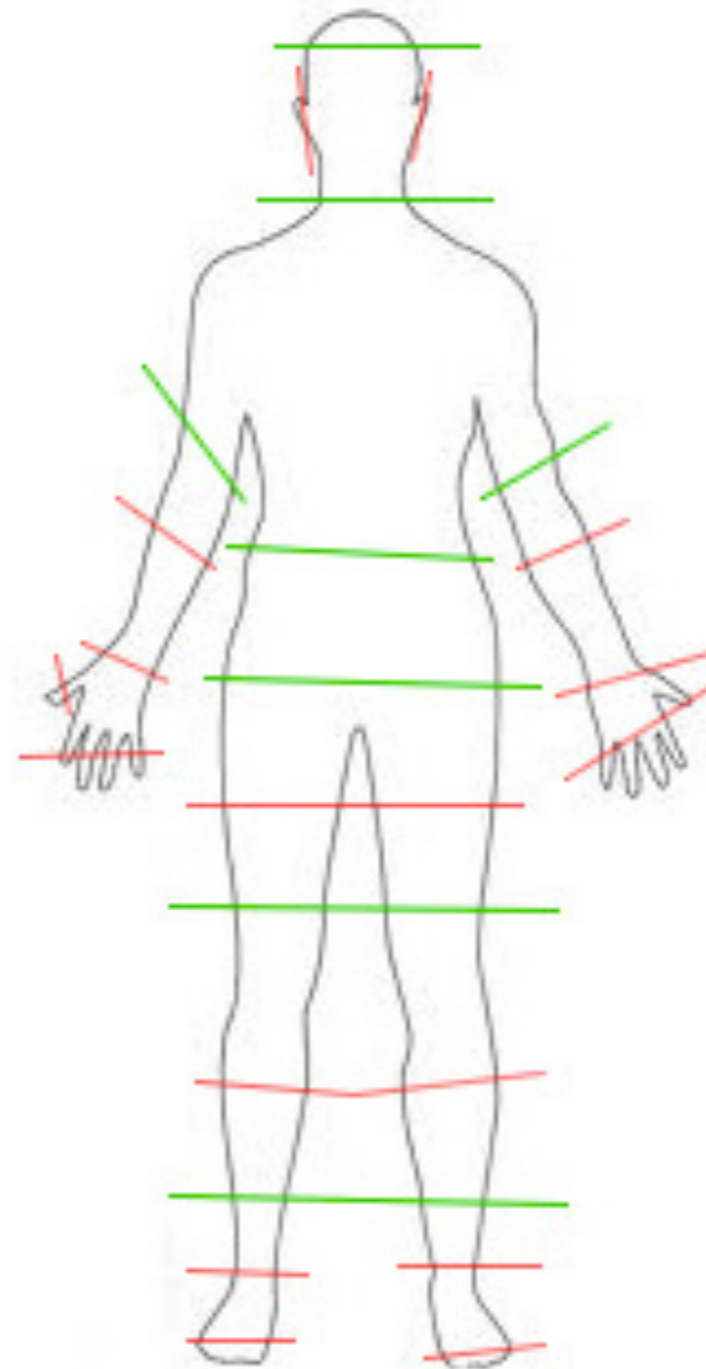- Print - 300 ppi
- Screen/Web - 72 ppi

IMAGES

Crop it!

IMAGES

Crop it,
in the right spot

IMAGES

Your church: Building or People?

Tell your story

One "trick" limit

STAND UP!
empowering women today for tomorrow's ministry

TYPE

Don't go crazy:
no more than 2-3 fonts in one piece

TYPE

Use different weights of same font

Helvetica Neue 25 Ultra Light
Helvetica Neue 35 Thin
Helvetica Neue 45 Light
Helvetica Neue 55 Roman
Helvetica Neue 65 Medium
Helvetica Neue 75 Bold
Helvetica Neue 85 Heavy
Helvetica Neue 95 Black

TYPE

Columns of text should average 8-12 words across

(1 Column layout)

Heading

"Lorem ipsum dolor sit amet, consectetur adipisicing 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." "Lorem ipsum dolor sit amet, consectetur adipisicing 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.""Lorem ipsum dolor sit amet, consectetur adipisicing 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." "Lorem ipsum dolor sit amet, consectetur adipisicing 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.""Lorem

(2 Column layout)

Heading

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." "Lorem ipsum dolor sit amet, consectetur adipisicing 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.""Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

empor 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." "Lorem ipsum dolor sit amet, consectetur adipisicing 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

TYPE

- <u>Underlining</u> is only for links
- **Bold** is for headings
- *Italic* is for sub-headings, captions, book titles, etc.
- ALL CAPS for titles/headings only

TYPE

{ Serif }
A serif is a small decorative flourish on the end of the strokes that make up letters and symbols

[Sans Serif]
"Sans" (to be without) Serif fonts do NOT have any flourishes at the end of strokes.

Great for Print

Great for Digital

TYPE

DELETE FROM YOUR COMPUTER:

Comic Sans

Papyrus

NEVER EVER USE THESE

WEB SITES

Front page MUST have:
- Church name
- Address
- Contact info (phone/email)
- Service Times
- Social Media Links

People pics (not buildings)

WEB SITES

- Keep it simple and up to date
- Tell your story
- Think like a non-member

TRY THIS

- Vinyl Lettering
- Mail something they'll want to stick on the fridge
- Post card to trim

REMEMBER

- Use design elements consistently to get brand recognition
- Follow the rules unless you have a good reason not to
- Edit, edit, edit

TAKING THIS HOME

WORKING WITH A DESIGNER

- When to hire one:
  - Logo
  - Overall branding package
  - Website overhaul
  - Anniversary
  - Stewardship
  - Capital Campaigns

WORKING WITH A DESIGNER

- Process:
  - Initial conversation and brief
  - Proposal from designer
  - Agreement/Contract
  - Deadlines
  - Review and edits
  - Final Product

WORKING WITH A DESIGNER

- Doesn't have to be local
- Look at it as an investment
- You get what you pay for
- Committees are not good clients
- Designers are visual problem solvers and storytellers, let them do that work
- Work with designer to get final product that you can maintain

TOOLS

- canva.com - social media images
- buffer.com/pablo - images
- dafont.com - free fonts
- pixels.com - free images
- Google: tools for non-designers
- Adobe Creative Cloud
- [moo.com](moo.com) - printing
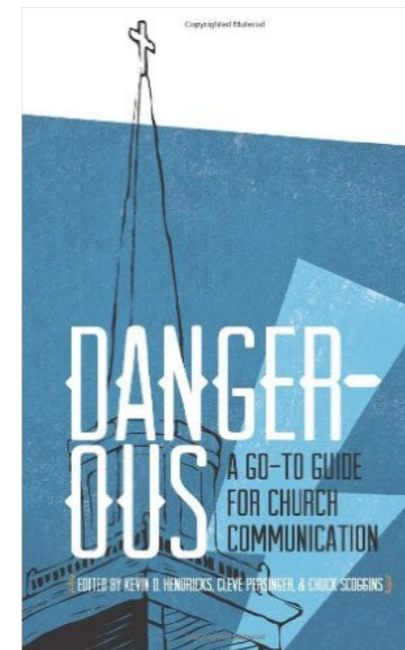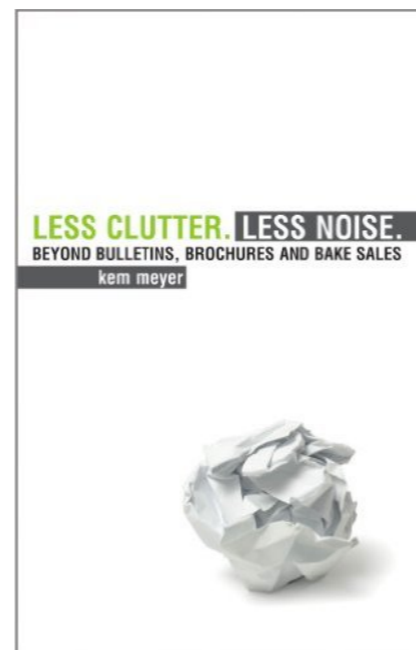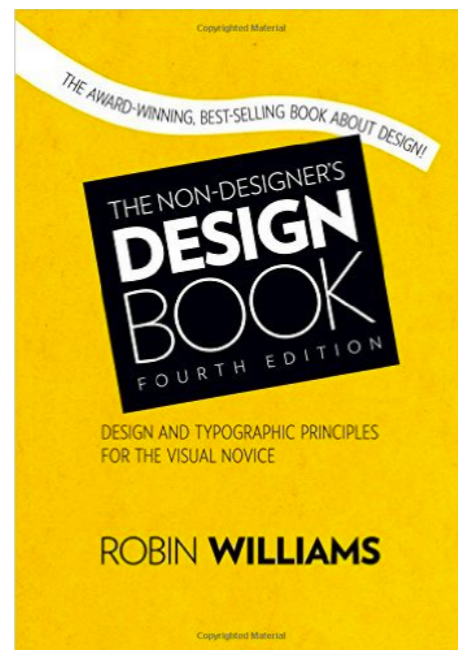- vistaprint.com - printing

TOOLS

- **squarespace.com**

- **wordpress.com**

- **weebly.com**

- **wix.com**

LEARN MORE

- [Post Planner: Design Hacks](#)
- [Canva's Design School](#)
- [Daily Post's Principles of Design](#)
- [Stanford's D School](#)

BOOKS
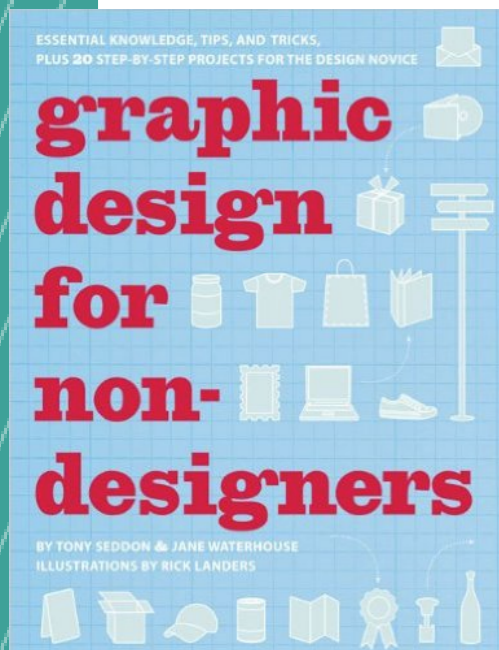
[Amazon List](#)

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Portfolio: be.net/jfisher3663
Facebook   Instagram Email