

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

Bath Tissue



DECISION FATIGUE

or visual Sabbath?



**Faith
BIBLE CHURCH**

Weekly Schedule

Sunday, April 15, 2012
 Services.....8:30, 10:00, 11:30 am
 Church.....11:30 am
 "Our Money God's Way".....8:30 am
 School.....8:30 am
 Sunday School.....10:00 am
 Day School.....8:30, 10:00, 11:30 am
 Cutting Workshop.....3:30 - 5:30 pm
 Group.....4:00 pm

Monday, April 16, 2012
 Morning Bible Study (at FBC).....6:00 pm
 Recovery Worship (at FBC).....7:00 pm

Tuesday, April 17, 2012
 Lunch at Applebee's.....1:00 pm
 Prayer Group (at the Murdock's).....7:00 pm
 Prayer Group (at Mary Martin's).....7:00 pm

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Friday, April 20, 2012
 30 Hour Famine
 "Small Group (at the Brown's).....6:00 pm

Saturday, April 21, 2012
 30 Hour Famine
 Morning.....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.

F Y I
 For Your Information

**Upcoming Events
& Dates to Note:**

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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

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 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

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."

**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

Sun., Apr
 8:30, 10:00,
 Worship
 Order of
 Praise an
 "Be Still
 Openin
 Congregati
 Welco
 Announ
 Offering & S
 Worship
 "Rev
 "The Law o
 "Lord Jesus,
 Yo
 Ser
 "Thess
 Bened



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 will 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

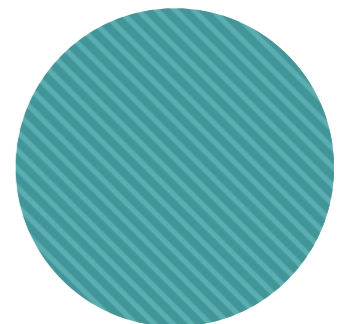
- What do these mediums tell us about God?
- God creates order
- God is with us
- God is who God is
- God is a mystery
- God is involved in creation
- God wants to be in relationship with us
- God came as one of us
- ...as a baby, not a king
- God wants us to think and live differently
- God wants us to be in community
- God signs and seals us
- God is in us, with us, and around us

THEORY

THE MEDIUM IS THE MESSAGE

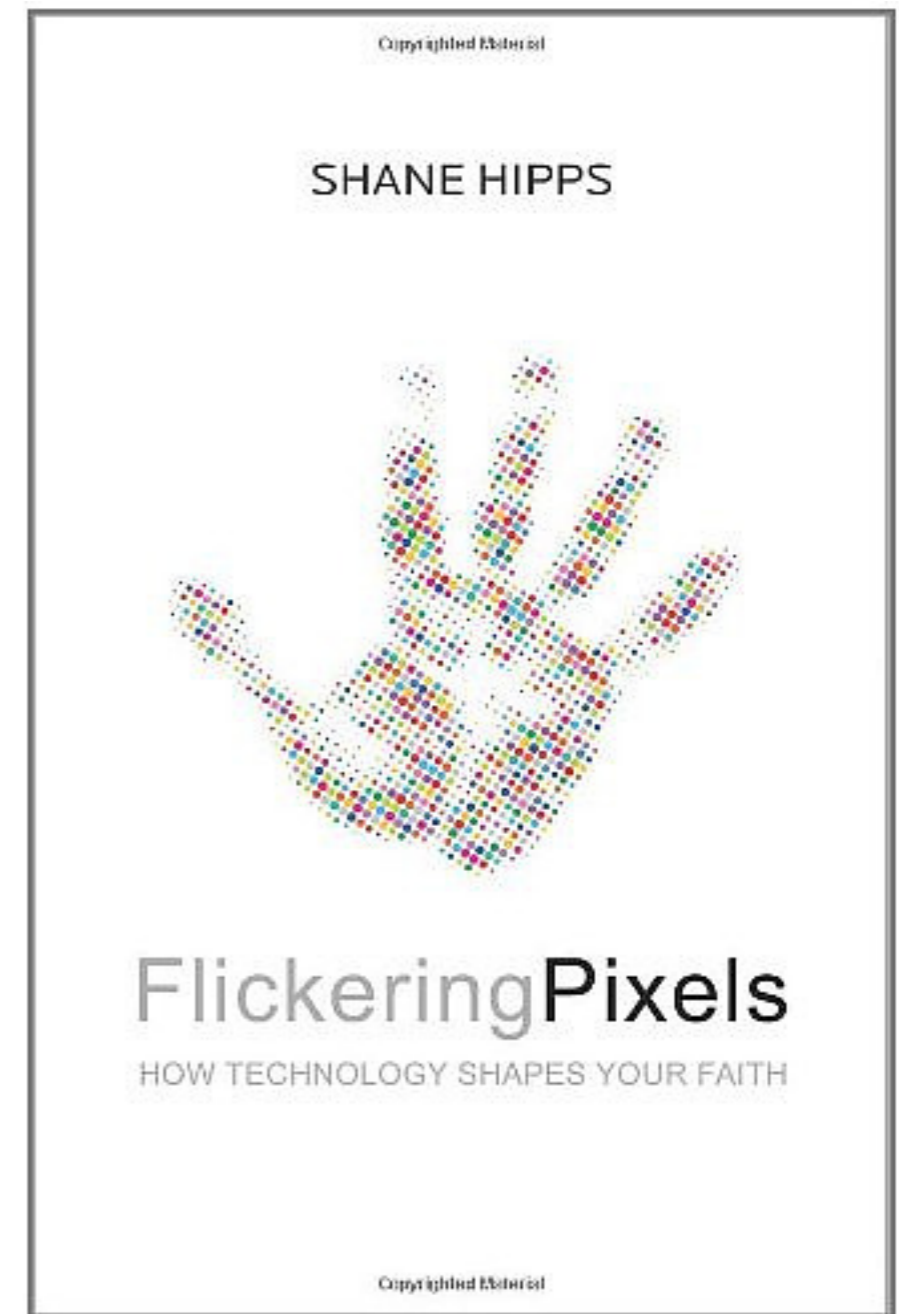


- Communication Theory by Marshall McLuhan
- How the *form* of communication affects its message: On a macro level, this means changes in *technology* affect society more than the *content* we communicate



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



[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

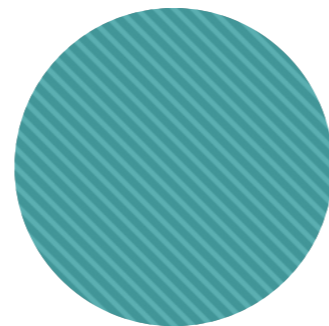
- Written
- Shop signs used text
- Church:
Reformers focus on abstract theology from Epistles; Bibles

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

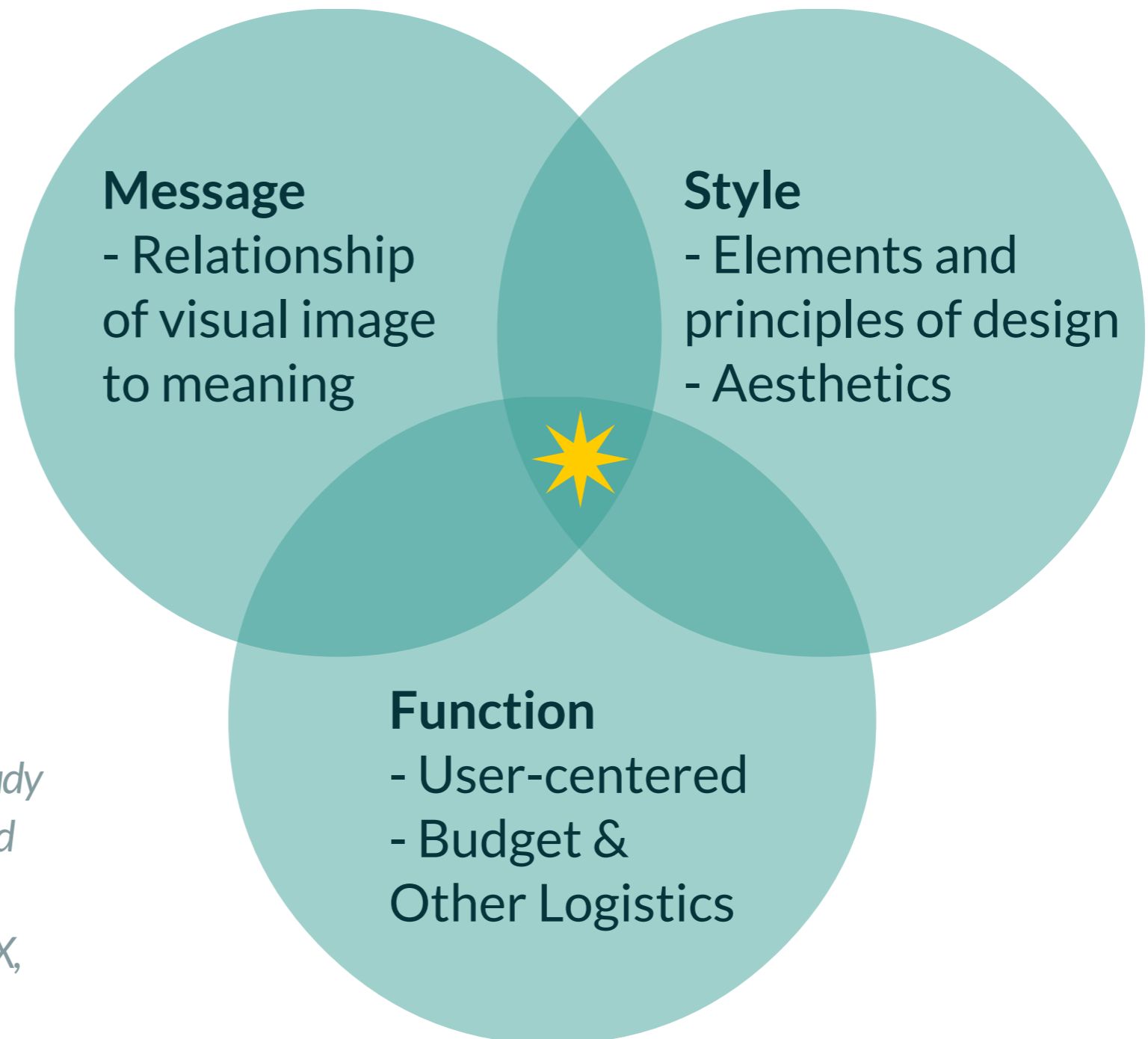
While considering...

- Purpose
- Audience
- Resources

SUCCESSFUL COMMUNICATION

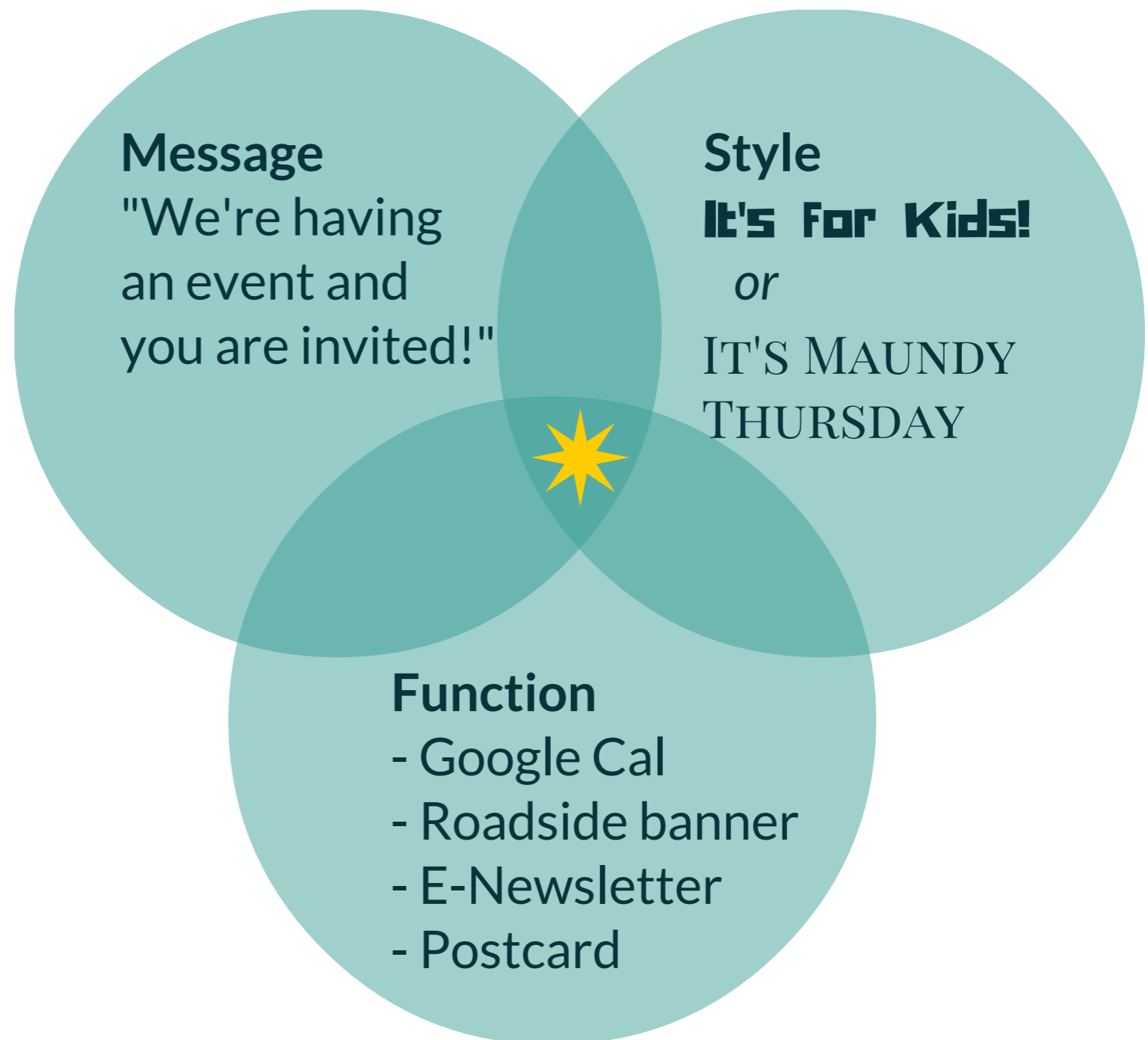
Designers strategically think through the message, style, and function of any communication to make it successful.

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



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.



OVERALL IDENTITY

- Logo
- Color Palette
- Fonts
- Layout


- **YOUR STORY**


CONSIDER


- Purpose
- Audience
- Resources


TIPS AND TRICKS

CONTRAST

COLOR 

TONE/VALUE 

SIZE/SHAPE 

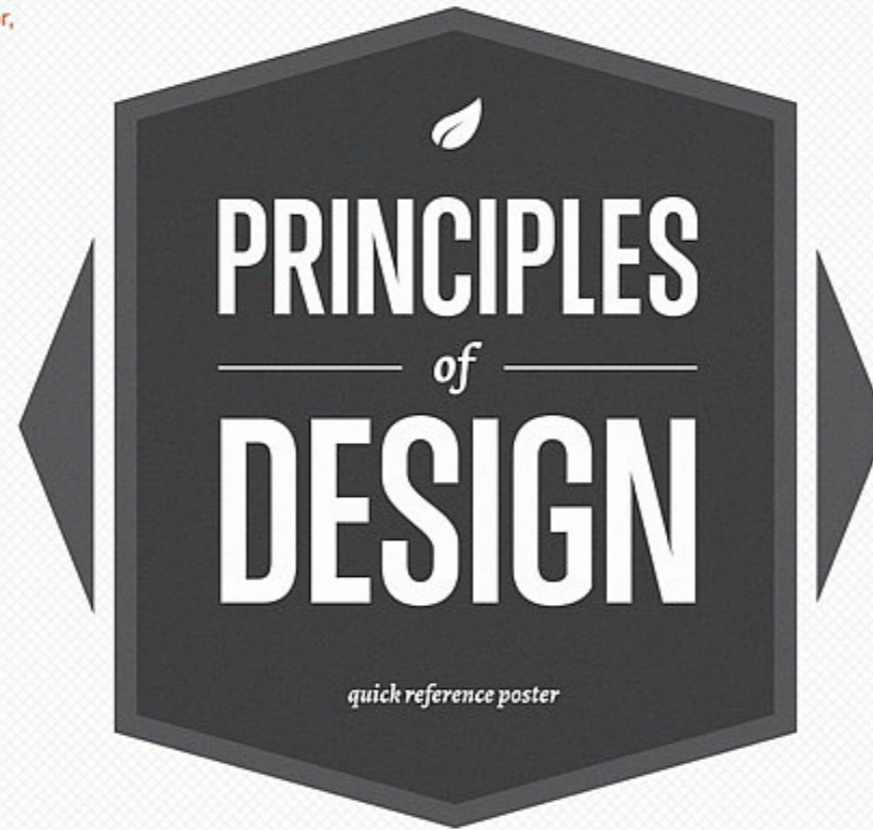
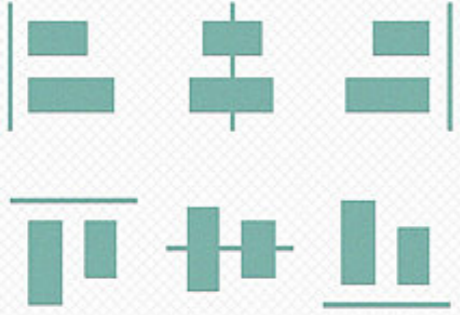
DIRECTION 

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.

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.

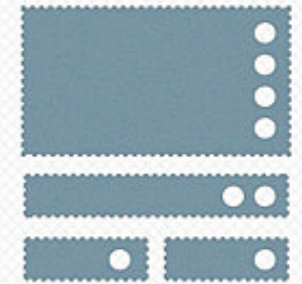


REPETITION

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.



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.



a handy *paper leaf* resource

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.

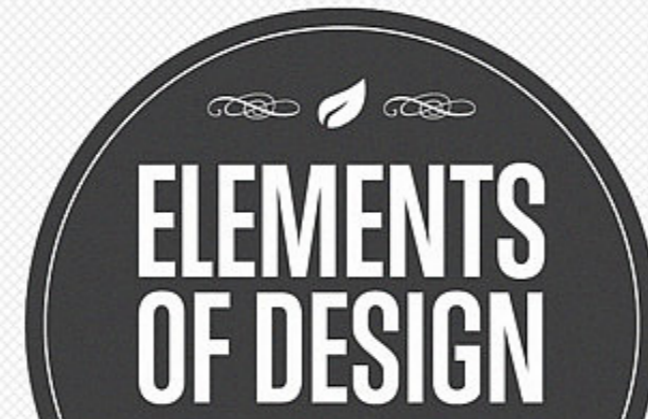
Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

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

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.



quick reference sheet



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.

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.

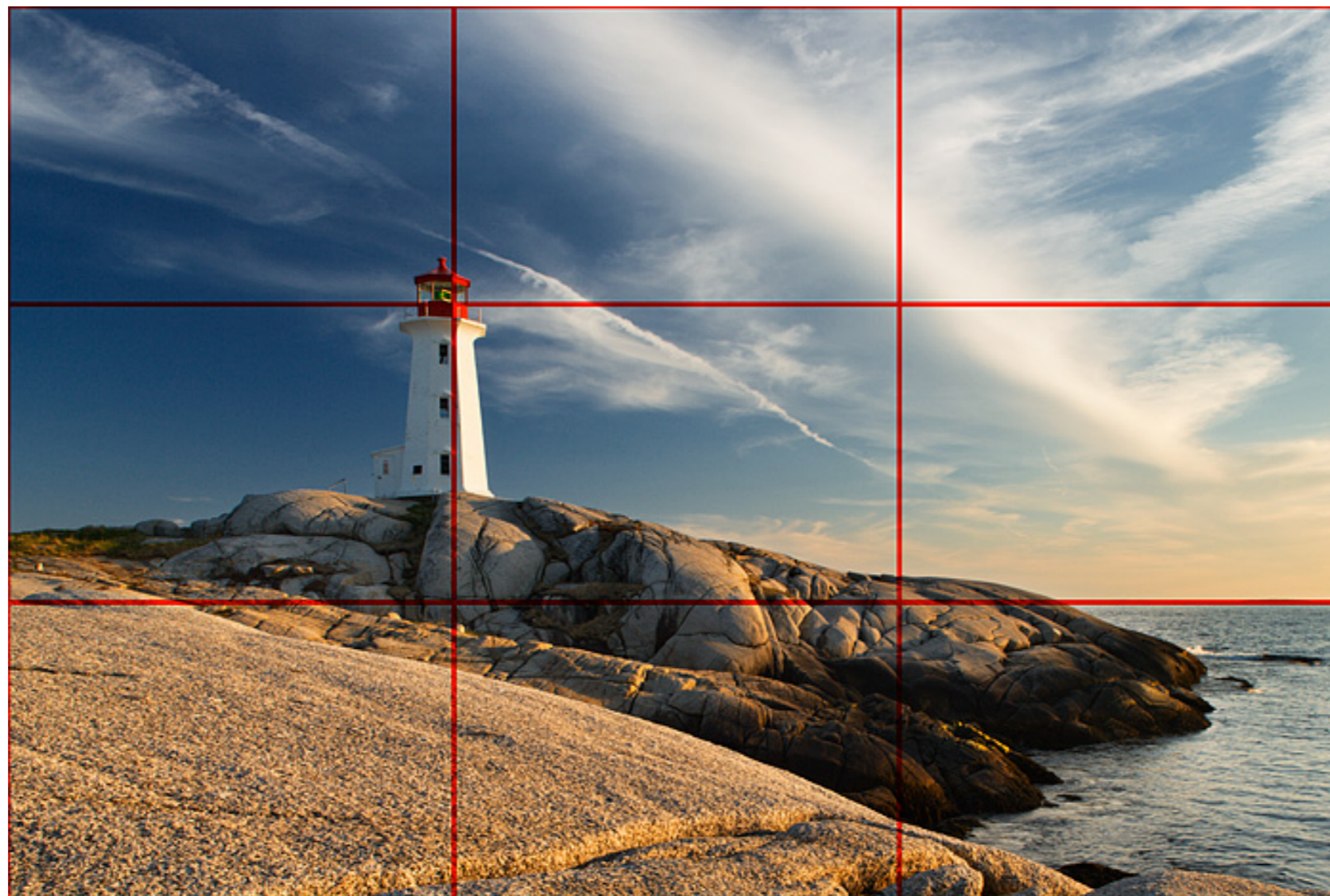
SPACE



created by Paper Leaf Design. www.paper-leaf.com

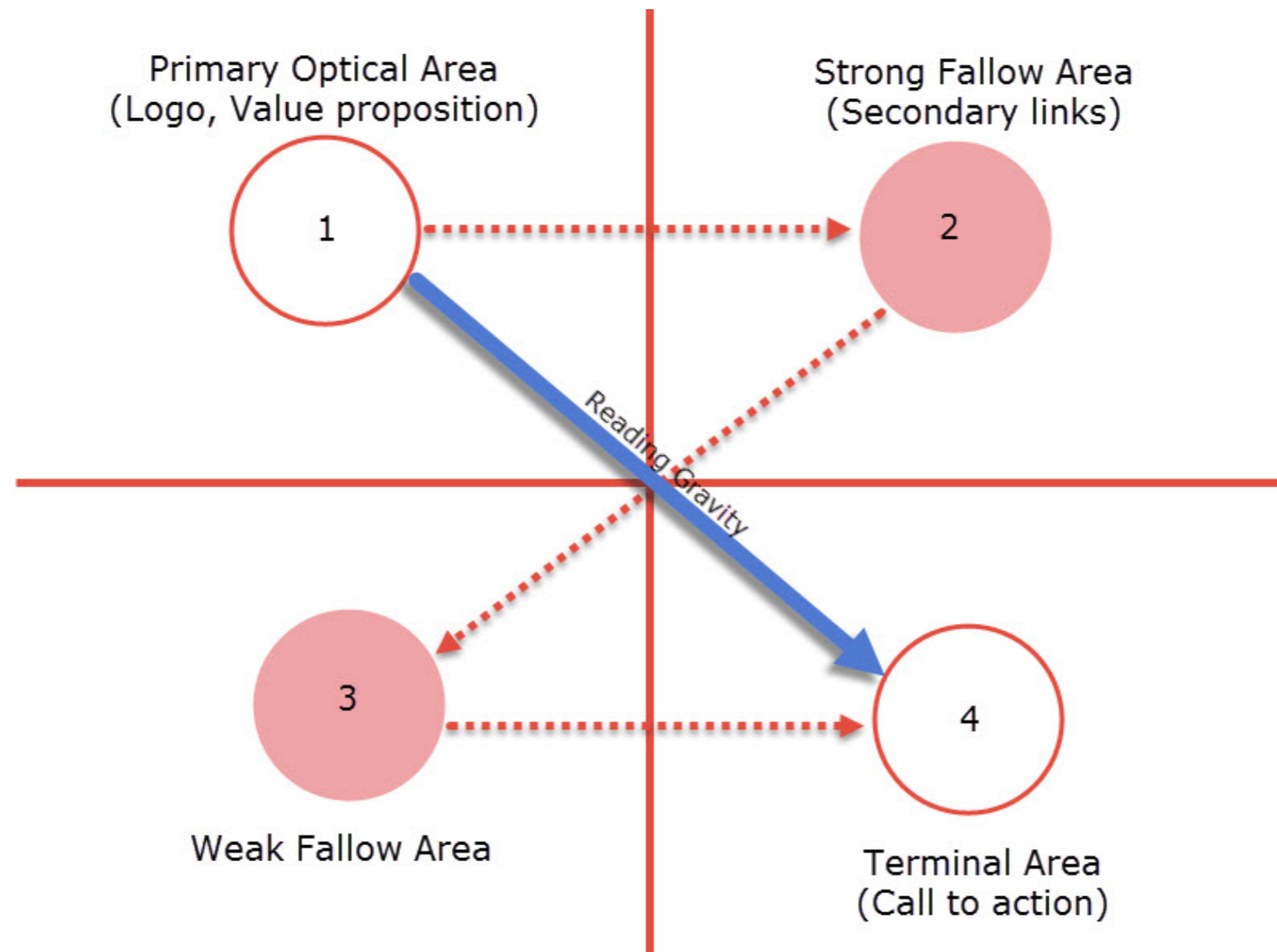
COMPOSITION

Rule of Thirds



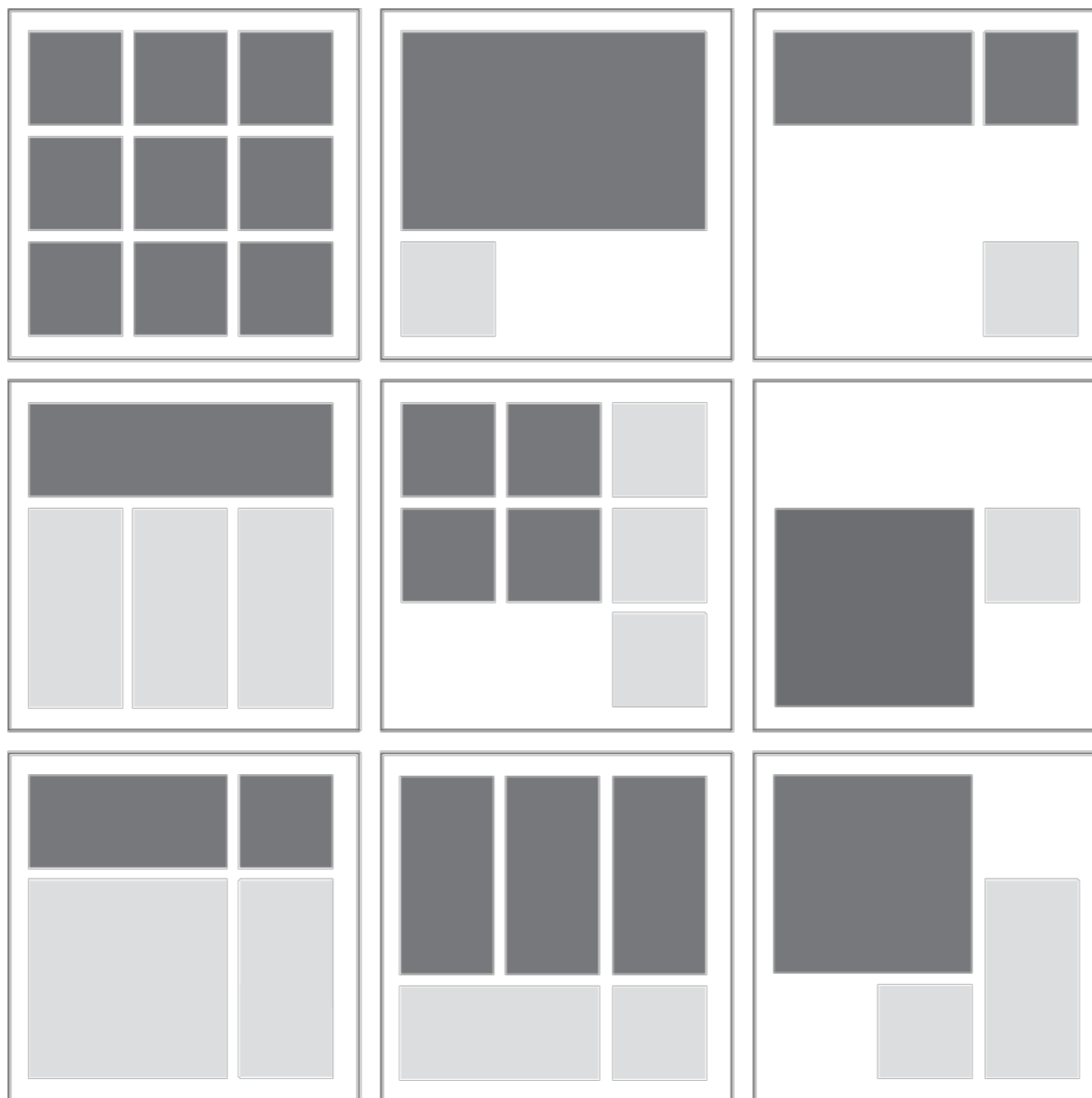
COMPOSITION

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**

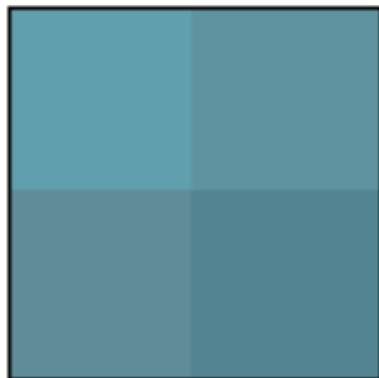
*A well executed visual hierarchy will guide the reader
effortlessly through your design from beginning to end.*

IMAGES

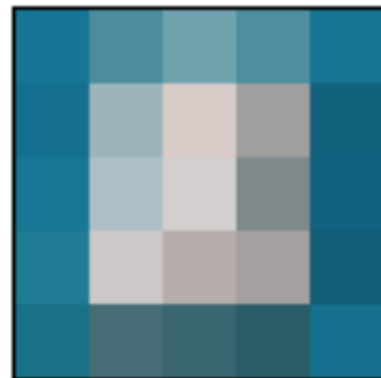
Resolution

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

2 x 2



5 x 5



10 x 10



20 x 20



50 x 50

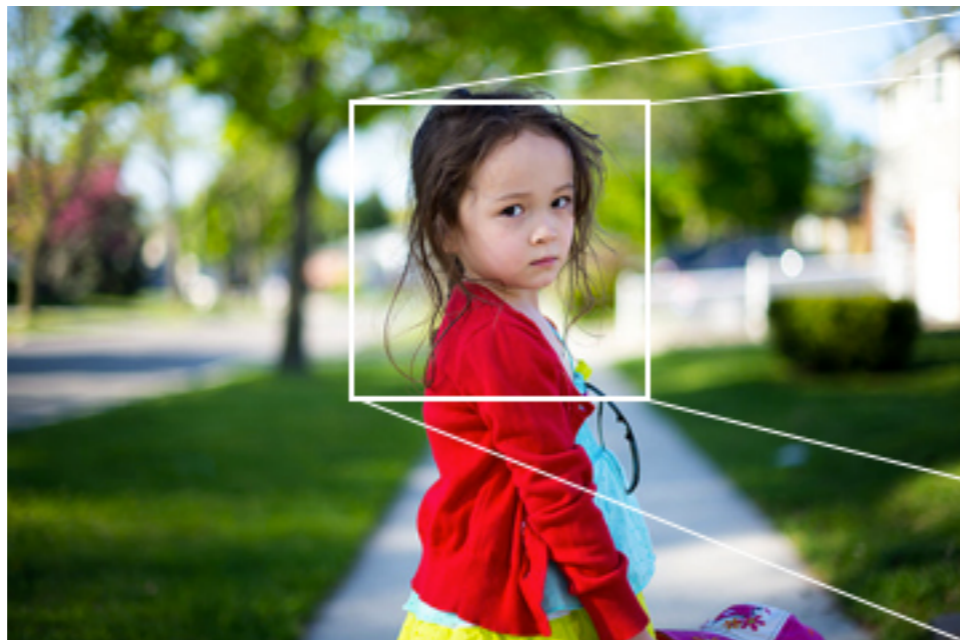


100 x 100



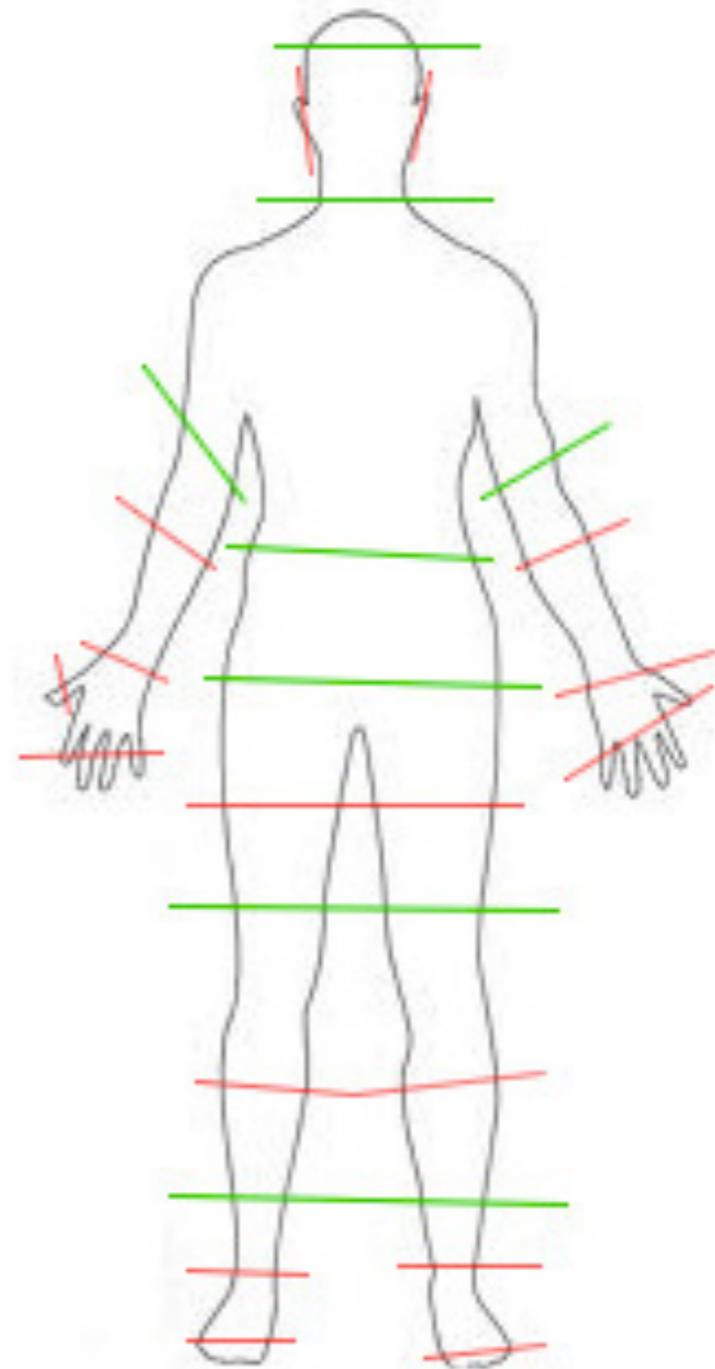
IMAGES

Crop it!



IMAGES

Crop it,
in the right spot



IMAGES

Your church: Building or People?



LOGOS

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



Faith
BIBLE CHURCH

Weekly Schedule

Sunday, April 15, 2012

Worship Services..... 8:30, 10:00, 11:30 am
K.I.D.S. Church..... 11:30 am
"Managing Your Money God's Way"..... 8:30 am
Junction 20..... 8:30 am
Adult Sunday School..... 10:00 am
Children's Sunday School..... 10:00 am
PreK-K Sunday School..... 8:30, 10:00, 11:30 am
Class 301..... 11:30 am
AWANA Car Cutting Workshop..... 3:30 - 5:30 pm
AWANA..... 4:00 pm
C⁴ Youth Group..... 4:00 pm

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Celebrate Recovery Worship (at FBC)..... 7:00 pm

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Young Adult Bible Study (at the Hager's)..... 7:00 pm

Friday, April 20, 2012

30 Hour Famine
"Love & Respect" Small Group (at the Brown's)..... 6:00 pm

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Leadership Training..... 7:00 am



Nursery Volunteers Needed...

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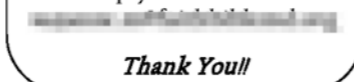
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Worship Services

Order of Worship

Praise and Worship
"Be Still My Soul"

Opening Prayer

Congregational Greeting

Welcome &
Announcements

Offering & Special Music

Worship in Song

"Revival"
"The Law of the Lord"
"Lord Jesus, We Enthroned You"

Sermon
"Thessalonica"

Benediction

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

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

TYPE



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 - printing
- vistaprint.com - printing

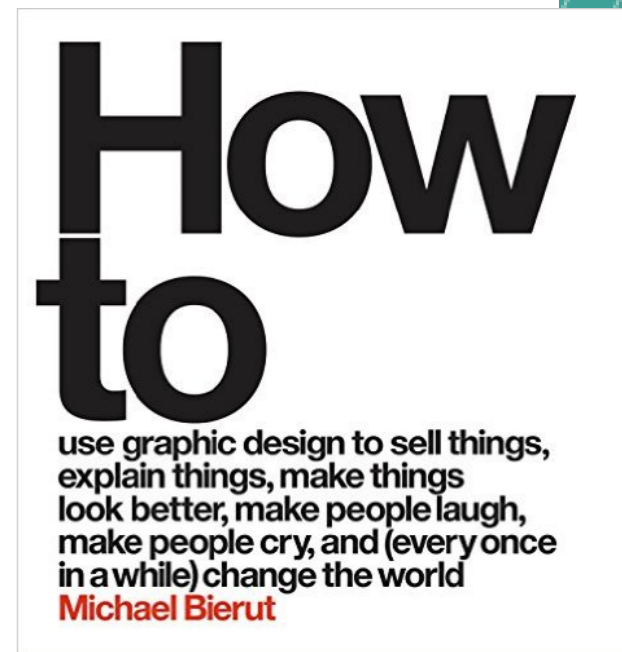
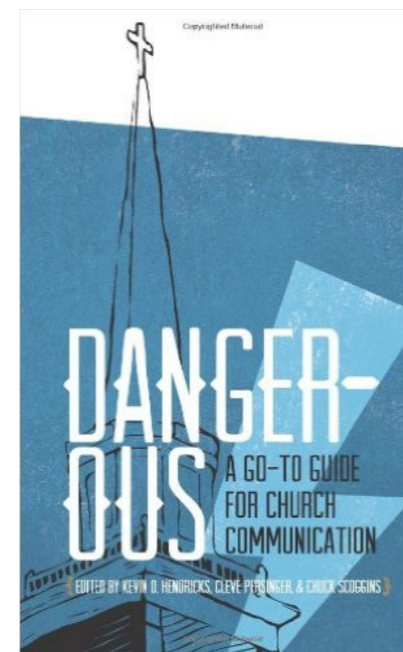
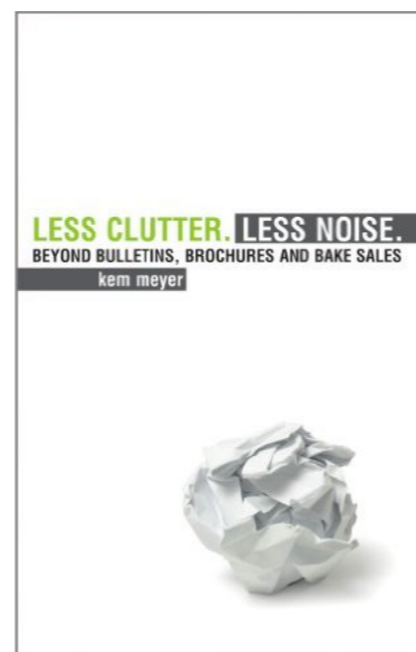
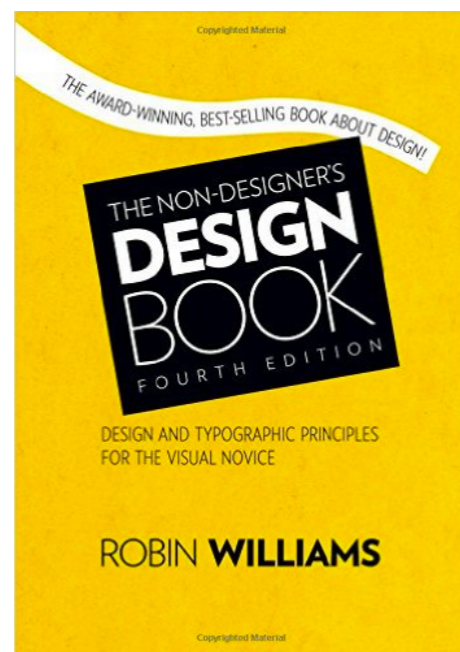
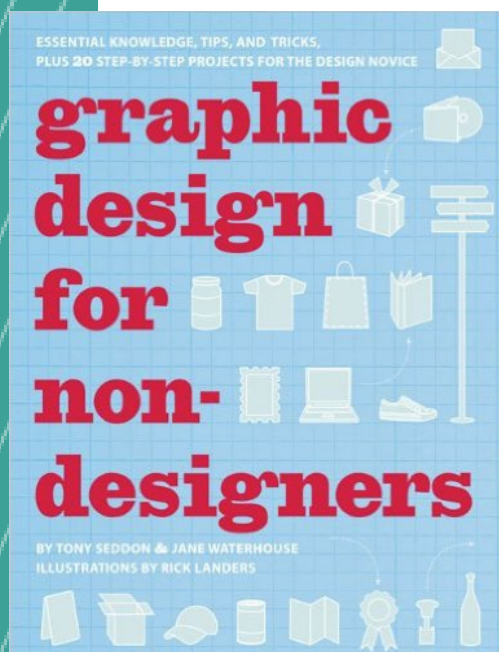
TOOLS

- [squarespace.com](https://www.squarespace.com)
- [wordpress.com](https://www.wordpress.com)
- [weebly.com](https://www.weebly.com)
- [wix.com](https://www.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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