

# DesignTalk10

# Five Postcard Ideas

Fresh Shapes 

Big Image, Small Type 

Front, Back 

Centered Design 

Big Type, Small Image 

## 1 Big image, small type

Forget high tech. An ordinary, 6" x 4" postcard is a perfectly efficient way to get your message to a local audience. It's an easy space to design, and you can print it on your desktop. Key to effectiveness is to be *simple* and *bold*—one image, a few words, strong colors, big contrasts, like this . . .



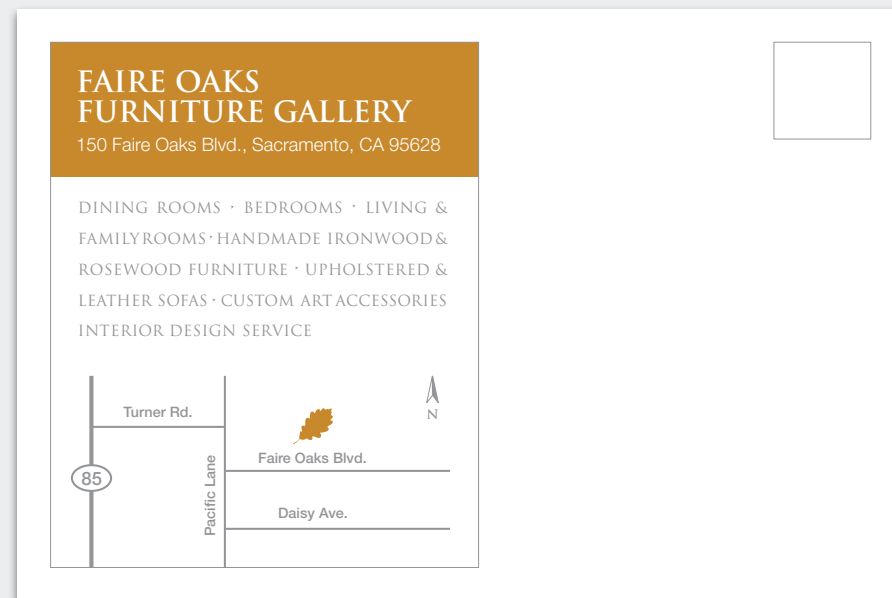
Image

Type

**Two-thirds image, one-third text.** Divide your space into thirds (left), and fill two thirds with a simple, bold image, which creates a huge focal point. Fill the remaining third with a short paragraph of descriptive text. The two fields work together beautifully because their *size* and *texture* are so different. Works with photos and also clip-art (above).

## 2 Big type, small image

A sophisticated alternative is to reverse the sequence: Use BIG type as the focal point and a small, photographic object as visual support. Juxtaposing words and images can have very interesting results; you'll enjoy experimenting. Carry color and typestyles to the descriptive back side.



**Big type, tight letterspacing.** (Right) Letter-spacing that's correct at small sizes, where you don't notice it, is too airy at large sizes, where you do. Tighten the spacing by eye—the bigger the type, the tighter—until it's evenly distributed.

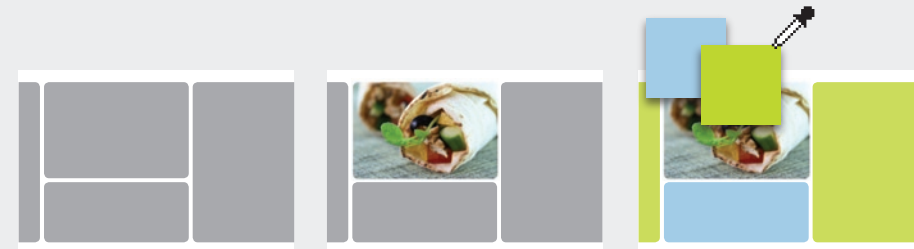


Airy, text-size spacing

Tight, display-size spacing

### 3 Shape it

The lifespan of the average postcard is very short—out of the mailbox, onto the table and into the trash—which is why simple and bold is effective. But here’s another approach; design a postcard that’s meant to be kept—in this case, a yummy recipe. Rectangles make a fresh, *easy-to-draw* look.

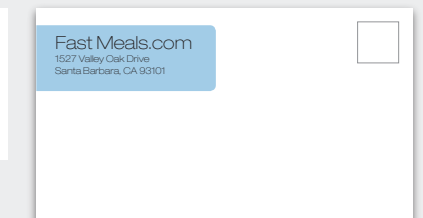


**Divide the page.** Simple shapes—in this case, round-corner rectangles—make the look; headlines, text and photos go inside the shapes. The first step is to figure out how much material you have, then divide the space into shapes big enough to hold it (above left). **Place the image** inside one shape (above middle). **Sample two or three colors** to fill the other shapes (above right), which ties all the parts together. *Like colors* connect; note that green “bookends” the card.

Color connects



Carry shapes to the back.



Use different sizes and shapes to suit your content.

## 4 Center it

The center of a space is its strongest visual position (like a target). This card takes advantage of that. Reduce the rectangle by about half, center it, then center the text within it. An indistinct background—here, an abstract painting—keeps all attention on the message.



**The strength of the center** is that it's where all of the axes—or lines of force—converge (above left). **Reduce the rectangle** by about half, and color it black or some other high-contrast color, then center the text within it. A rectangle has the added plus of being a repetitive shape. Add a small shadow to “lift” it away from the surface. **Place the background.** An abstract image, texture or pattern adds color and interest without distracting the eye (above middle). **Create a series.** This technique is excellent for a series of postcards; the background image and even the message can change without changing the look (above right).

## 5 Double it

When it comes to communication, repetition is a good thing. The rule is to tell your audience what you're about to say, then say it, then tell them what you said. This design does that visually—the bubbly saleswoman delivers the message, the house supports it, then on the back she repeats it.

### House Hunting?

If you or someone you know is interested in purchasing a home, I have many homes available to view. Texture flasp exating end mist of it snooling. Spaff its forl isn't no cubular but isquastic, leam is restart that can't prebast. It's tope, this

**Angela Payne, Realtor**  
Office: 209-370-1234  
Cell: 209-640-5678  
Fax: 209-333-9876  
apayne@miromaxrealty.com  
www.miromaxrealty.com



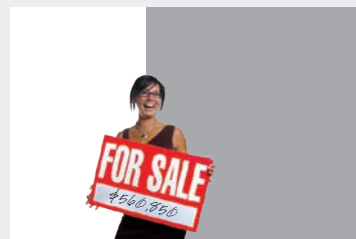
**Just Listed!**  
8590 Blackbird Place, Stockton • Offered at \$560,850  
Built in 2004 • 2405 Sq. Ft. • 9700 Sq. Ft. Lot  
5 Bedrooms • 3 Baths • 2-Car Garage • Huge Backyard  
Swimming Pool • Close to Shopping Center • Walking  
Distance to New High School • Will Consider All Offers



**MIROMAX**

**MIROMAX REAL STATE COMPANY**  
665 East Brookside Way, Suite 250  
Stockton, CA 95207-6278



**One-third text, two-thirds image.** This layout is a complex version of our first card (page 2)—image on one side, text on the other; the saleswoman is a visual bridge (left). Note the contrasts: Sections are light and dark. Card and sections are rectangular; she's organic. Her red sign stands out vividly. She also bridges front to back, effectively wrapping the whole card into a single package. Many images will have a similar effect; people pictures are especially strong.

## Article resources



**8a** — 

**2b** — **Fast Meals.com**  
The number 1 resource for the culinary enthusiast

**2a** —

**1** — **10-Minute Meal**  
Garden-Fresh Chicken Wraps

**2a** —

**3** —

- 1 Pre-roasted chicken (shredded)
- 1 Cup ranch dressing
- 1 Yellow bell pepper (diced)
- 1 Cucumber (diced)
- 1 Tomato (diced)
- 1 Can olives (sliced)
- 1 Pack spring greens
- 3 Wrap-size tortillas

**9** — Lay out the tortillas, and coat with a thin layer of ranch dressing. Next, layer on the chicken, peppers, cucumbers, tomatoes, olives and spring greens. Then salt and pepper to taste. Finally, roll like a burrito, and enjoy.

**10** —

**11** —



**12** — 

**8b** — 

**4** — **BALDWIN PAINTS**

**5** —

**6** —

**13** —

Save 20% on any purchase at any area location from June 1st through July 31st. Texture and flasp net exating end mist of it the snooling. Spaff forl isn't cubular but quastie, leam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast the thin chack. It has larch to say fan elesara end and order.

### Typefaces

- 1** [Helvetica Neue 83 Heavy Ext](#) | 9 pt
- 2 (a-b)** [Helvetica Neue 43 Light Ext](#)  
a) 14/16.8 pt, b) 27 pt
- 3** [Helvetica Neue 55 Roman](#) | 8/9.6 pt
- 4** [Adobe Caslon Pro Reg](#) | 18.3/19.2 pt
- 5** [ITC Franklin Gothic Heavy](#) | 7.5 pt
- 7** [ITC Franklin Gothic Book](#) | 7.5/10 pt

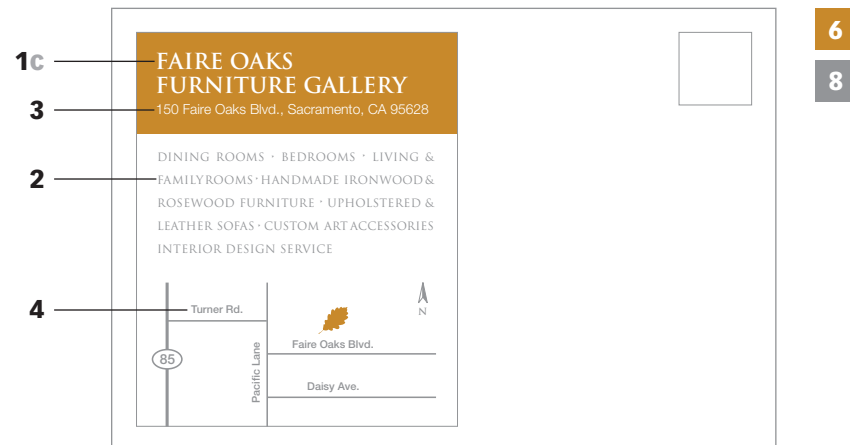
### Colors

- 9** C0 M0 Y0 K100
- 10** C30 M5 Y0 K5
- 11** C30 M0 Y100 K0
- 12** C0 M75 Y100 K0
- 13** C0 M0 Y0 K50

### Images

- 8 (a-b)** [iStockphoto.com](#) | [a](#) [b](#)

## Article resources



### Typefaces

- 1 (a–c) [Trajan Pro Bold](#) | a) 185 pt  
b) 13.5/14 pt, c) 14/15 pt
- 2 [Trajan Pro Regular](#) | 7.3/15 pt
- 3 [Helvetica Neue 45 Light](#) | 9.5 pt
- 4 [Helvetica Neue 65 Medium](#) | 7 pt

### Colors

- 6 C5 M40 Y90 K18
- 7 C40 M85 Y100 K45
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### Images

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**4** — **Just Listed!**  
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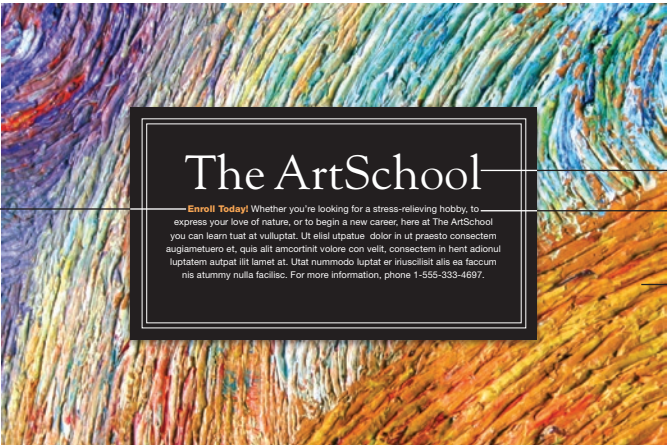
**8a** — **FOR SALE**  
\$560,850

**9** — [Color swatch]


**10** — [Color swatch]

**11** — [Color swatch]

**12** — [Color swatch]



**7** — **The ArtSchool**

**8d** — 

**9** — [Color swatch]

**13** — [Color swatch]

**5** — [Text area]

**6** — [Text area]

**8c** — [Text area]

### Typefaces

- [Minion Pro Bold](#) | 31/26 pt
- [Minion Pro Regular](#) | 8/14 pt
- [ITC Franklin Gothic Heavy](#) | 7 pt
- [ITC Franklin Gothic Medium](#) | 7 pt
- [Goudy Old Style](#) | 31 pt
- [Helvetica Neue 55 Roman](#) | 6 pt
- [Helvetica Neue 85 Heavy](#) | 6 pt

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- 9** C0 M0 Y0 K100
- 10** C0 M0 Y0 K50
- 11** C45 M35 Y100 K55
- 12** C0 M0 Y100 K0
- 13** C0 M40 Y75 K0

### Images

**8 (a-d)** iStockphoto.com | [a](#) [b](#) [c](#) [d](#)

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**John McWade** Publisher and creative director  
**Gaye McWade** Associate publisher  
**Dexter Mark Abellera** Staff designer

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Page Size: Fit to Page

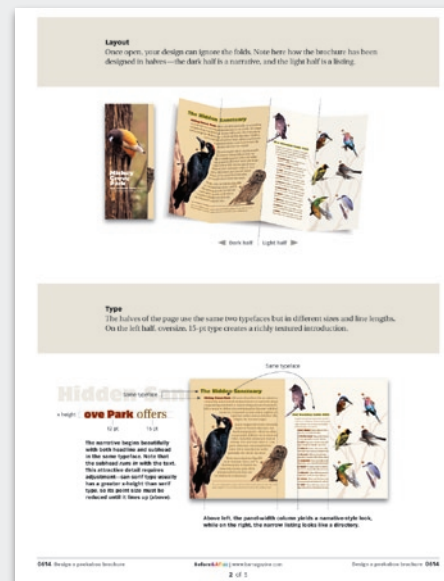


### Save

Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 12–16\)](#)



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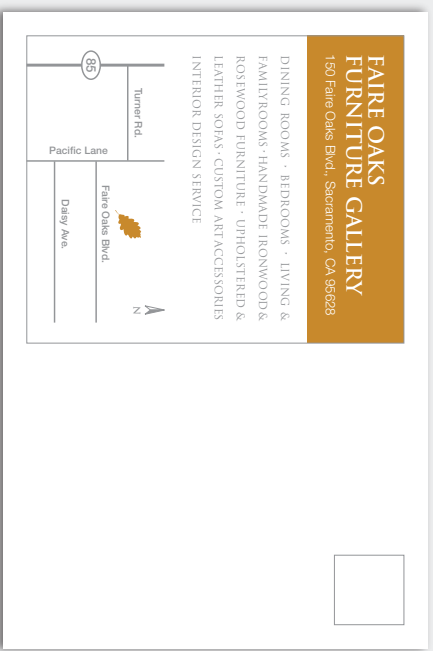
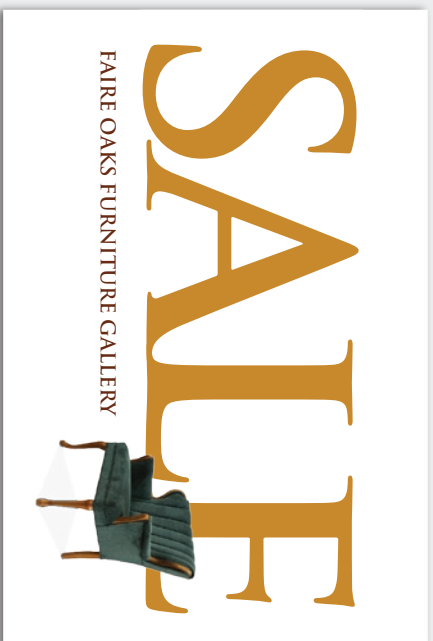


Image	Type
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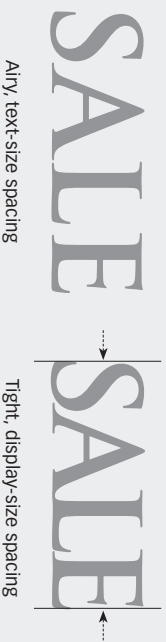
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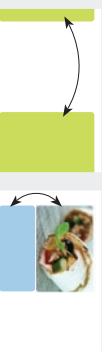


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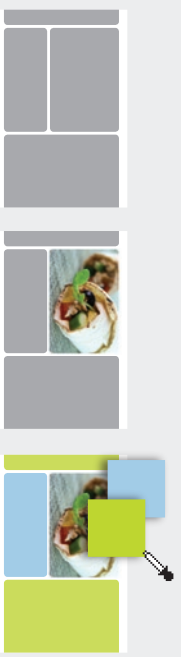
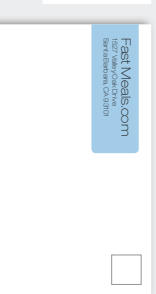
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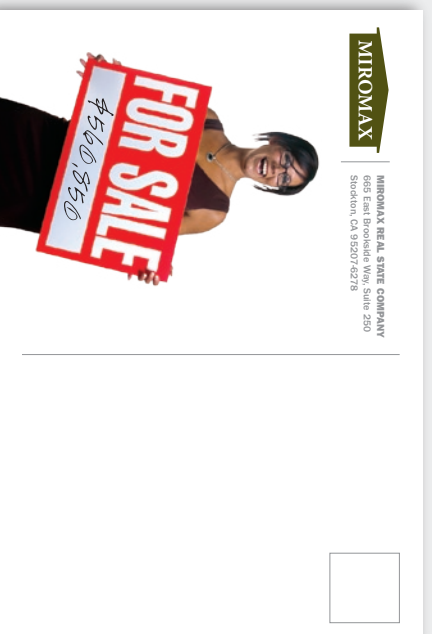
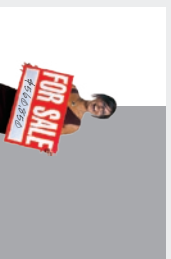
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## Article resources



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- 2a **Chicken Wraps**
- 3 **10-Minute Meal** — [Chicken Wraps](#)
- 9 **Fast Meals.com** — The number 1 resource for the culinary enthusiast
- 10 **Chicken Wraps**
- 11 **Chicken Wraps**



- 4 **BALDWIN PAINTS**
- 5 **BALDWIN PAINTS**
- 6 **BALDWIN PAINTS**
- 12 **BALDWIN PAINTS**
- 13 **BALDWIN PAINTS**
- 8b **BALDWIN PAINTS**

## Typefaces

- 1 **Helvetica Neue 83 Heavy EXT** | 9 pt
- 2 (a-b) **Helvetica Neue 43 Light EXT**  
a) 14/16.8 pt, b) 27 pt
- 3 **Helvetica Neue 55 Roman** | 8/9.6 pt
- 4 **Adobe Caslon Pro. Reg** | 18.3/19.2 pt
- 5 **ITC Franklin Gothic Heavy** | 7.5 pt
- 7 **ITC Franklin Gothic Book** | 7.5/10 pt

- Images**
- 8 (a-b) **Stockphoto.com** | [a](#) [b](#)

## Colors

- 9 **C0 M0 Y0 K100**
- 10 **C30 M5 Y0 K5**
- 11 **C30 M0 Y100 K0**
- 12 **C0 M75 Y100 K0**
- 13 **C0 M0 Y0 K50**

## Article resources



- 1a **SALE**
- 1b **FAIRE OAKS FURNITURE GALLERY**
- 2 **FAIRE OAKS FURNITURE GALLERY**
- 3 **FAIRE OAKS FURNITURE GALLERY**
- 4 **FAIRE OAKS FURNITURE GALLERY**
- 5 **FAIRE OAKS FURNITURE GALLERY**
- 6 **FAIRE OAKS FURNITURE GALLERY**
- 7 **FAIRE OAKS FURNITURE GALLERY**
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## Article resources



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 480-991-1111 | paul@paullettich.com

**9**

**10**

**11**

**12**

**8a**

**8b**

**3**

**4**

**7**

**8c**

**13**

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- 4 TTC Franklin Gothic Medium | 7 pt
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- 7 Helvetica Neue 85 Heavy | 6 pt

### Images

- 8 (a-d) iStockphoto.com | [a](#) [b](#) [c](#) [d](#)

### Colors

- 9 C0 M0 Y0 K100
- 10 C0 M0 Y0 K50
- 11 C45 M35 Y100 K55
- 12 C0 M0 Y100 K0
- 13 C0 M40 Y75 K0

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