

Bullet-point guide to designing publicity

- Clarify your vision, identify your target audience, then get into practical design details (in that order)

VISION

- Are you communicating your vision fully? Be sure to give out the message “this centre bases itself on the Buddha’s Dharma; the other things that happen here are peripheral or supportive” (not the other way around)
- Check to see if Dharma activities (rather than yoga, t’ai chi, alternative therapies, NVC activities, MBSR courses, etc) are what are most dominant and immediately obvious on your notice boards, programmes, website, etc.
- Remember to mention the aspect of the Dharma that is attempting to transform society and to make the world a better place
- Think about what your choice of images communicates – what will they say to the people looking at them? Is what they evoke congruent with the spiritual qualities you hope they will inspire? Are they bold and daring, or safe and tame? Over-the-top or out of balance?

DESIGN

- Don't be afraid to keep it simple. Remember the poster that simply showed an egg, along with the caption: “Break out – meditate”?
- The more bland and generic an image is, the more people are likely to ignore it. As much as possible, use real images of real situations and real people in your locality.
- Work with the main lines of the composition of an image and use them to inform your choice of where to add text.
- Respect the spaces. Don't overcrowd them with too much text.
- Aim to use a maximum of two fonts in a maximum of three point sizes, or even better, just two of the same font family.
- Check out the sample posters, web images and flyers at www.triratnadevelopment.org/quote/publicity

AUDIENCE

- Will the images you choose appeal to the you want to attract?
- Think about what attracts people (including younger people) who are looking for something heroic, dynamic, challenging or radical
- Try using words like courageous, selfless, resilient, fearless, confident (and images that communicate those qualities).
- The three most common ways people get to know about Triratna activities are internet, word of mouth, and centres having a fairly visible 'on-street' presence (in that order). Spending lots of money on flyers may not be that effective.