

Flyer/Poster Content Outline

Please include the following items when requesting a flyer or poster:

Images: High quality, original JPG or PNG files. Look for images with movement, energy, diversity, pride symbols, etc.

Event Title/Flyer Header: Brief and catchy. Note that the name of the event doesn't necessarily have to occupy this space on the flyer or poster. E.g. "Looking For Help?" could be the header on a flyer about study groups.

Subtitle: Provides further clarification of the title, if necessary.

Event Description: Approx. 2-5 sentences describing the event. Usually includes a call-to-action such as "attend," "enroll," "join," etc.

Event Schedule: Only necessary if the event has more than one component.

Location: Almost always necessary.

Date and Time: Almost always necessary.

Contact Information: Email address or phone number

Website: If applicable (double-check URL)

RSVP or Registration: If applicable

Cost: If applicable.

Is this event open to the public? (If so, this is often noted somewhere on the flyer. "Free and Open to the Public." However, if there is a target audience in mind, it doesn't need to be included.)

Sponsorship/Collaborators: Do any entities, other than the College of Arts and Sciences, need to be noted? (Either by name or lock-up.)

Additional Information: Does anything else need to be included in the final version?