Graphic Design for Worship and Outreach

2017 NATIONAL CONFERENCE ON WORSHIP, MUSIC, AND THE ARTS

About Me

ianmwelch.com   Graphic Design, branding, music, etc.
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Understanding the Problem

What is graphic design?

What are the problems we are trying to address through graphic design?

Content

What is the relationship between content and its design?

How does this relationship influence your approach to service folders or other graphic design projects?

Some other content considerations when looking to design a service folder:

- Consider the audience of your service folder (or any graphic design project)
- Will scripture readings be printed out in their entirety?
- Will there be music graphics?
- Will footnotes/side-notes be used?
- Will there be initials for responses?

Page Sizes

The next thing to consider is the home in which the content will live.

The paper size you choose will have an influence on the typography.

Typography

A quick summary of typography:

It's how we visually communicate our language.

It's how words, sentences, images, and the space around them are arranged on a page.

It presents all elements on a page in a coherent, logical, and aesthetically pleasing way.

It uses fonts suitable for the content.

It supports the meaning of the text.

Legibility and Readability

Legibility: The design of the typeface, its intent, and how it functions.

Readability: How the design is presented. I.e., the arrangement of the words and how easy it is to read.

Typeface Considerations

Three main considerations:

Contrast: There should be high contrast between the Regular and Bold weights of the typeface.

Width: Not be too wide to take up too much space and not too narrow that reading becomes exhausting or difficult.

X-Height: A large x-height is a key feature of a legible typeface. This means that the lowercase letters are higher than normal.

Font Size

Consider how it looks when printed: Aim for 10-12 points for text that is read.

Line Spacing

Good line spacing is 120-145% the fonts point size.
For example, a 10 point font should have at least 12 points of line spacing (leading).

Line Length

Shorter lines make a big difference in readability and professional look. Long lines means the eye has to travel farther from one end to the other, making it harder to track progress.

Aim for a line length of 45-90 characters: 2–3 alphabets.

Text Alignment

Left-align text if possible.

If using justified text, be sure to turn hyphenation on, otherwise you get "rivers" of spaces in the text.

Headings

A service folder only needs a couple headings. Try to avoid combining left-aligned and centered headings.

Rubrics

Rubrics are useful in providing instructions and clarifications throughout the rite.

From the Latin word "rubrica", meaning "red ochre" or "red chalk".

Basic principles of formatting rubrics

Same size as body text and italicized

Same weight as body text or lighter

Regular capitalization (no all-caps)

Page Margins

Aesthetic reasons: Rhythm and Balance
They keep text and graphics from "falling off the page".

Practical reasons: Room for the thumbs
No need for wide inside margins on stapled materials.

Music Graphics

Fonts

Lyric size the same size or close to the same size as body text.

Not a big deal if the font doesn't match. Size is more important.

Placement

Aligned to left margin.

Fill to both margins if possible.

Flow

When music must go onto a second page, always have it flow to the top of the facing page.

Sometimes music must be placed over a page turn. It's not ideal, but do it for canticles or hymns with only one stanza/verse (no need to turn back a page).

Artwork

Purposes

Glorifies God by using the gifts he has given to the Church through artists.

Supports the spoken and printed word.

Creates balance by dividing the text.

Implementation

Use it next to the text it illustrates.

Use it to break up sections (e.g. Service of the Word, Service of the Sacrament).

Use it to fill in large gaps (final option).

Other Examples

For templates and other resources, go to:

ianmwelch.com/nwc