

Your Image, Your Design

More than your design and content, when putting together your marketing collaterals such as your postcard printing items and business card printing pieces, you need to consider the images and what you want them to say to your target audience.

With the advent of digital technology, almost everyone nowadays can probably open PhotoShop and manipulate some pictures and then put it in their postcards and business cards. But the design that would most likely get attention and become keepers would be those that have images that looked like it was well thought of and carefully chosen to convey a particular strong message.

Not even a trendy layout can stand the test of time. A solid and unique image probably will.

And for you to really get a kick out of the images in your design, a few basic tricks up your sleeve would go a long way:

1 – Fit your image according to the size of your postcard or business card. You don't have to use a huge picture or image if you only have a limited space to work with. Postcards and business cards usually have a small space. Unless your image can amply tell your target audience all the information about your company, then it would be wise for you to optimize rather than to enlarge your image size.

2 – Your image should match your content. Don't think that just because your graphics are cute that it would also make your target audience say 'aahhh'. If you cannot fit your image to your content then junk it. Your graphics should help to convey your message, and not to distract your target audience from it.

3 – Always use simple graphics and images to illustrate your layout. The simpler the design, the better it is for your target audience to understand your message.

4 – Stick to the standard layouts. You might find unusual layouts awesome and fun to create. But often, they tend to distract and drive your target audience nuts.

5 – Use your images as actual elements in your design. You actually give importance to your graphics by having them form part of your overall postcard or business card.

6 – Use standard fonts and their families. They are easier to the eyes and make your design readable.

7 – Limit your fonts to two. Your promotional materials would be easier to read and look more professional.

And lastly, always remember your readers. The bottom line in every marketing collateral you create is to make it easier for your target audience to know your message, as well as understand what you are trying to convey. Unless you are writing for a select few, you need to make your design as customer-friendly as possible. This way, you'll not only make your direct mail postcard or standard business card attract the attention of your audience; but they also stand a chance in making your company well remembered and recognized.

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