

BRIEF

Create a poster to announce the summer programming. Carefully consider the typographic hierarchy of the information presented. A viewer should be able to easily understand the calendar of events and to quickly learn what the main topics are. The poster must appeal to target audience, communicate key mission and values, and unite distinct programs under the umbrella of the organization.

Print Size: 18" x 24"

Marketing Track: Use InDesign

Web Track: Develop landing page

WARNING**The Memo Problem**

from Ellen Lupton, Thinking with Type

Don't let your poster look like an interoffice memo!

Don't be a slave to the document.

For example, the name of the organization and address don't have to be at the top of the poster.

Instead of making one big text box, break up the content and move it around the page.

Use an interesting variety of type sizes (some big, some small), but use variety in a consistent way.

Mind the hierarchy!

Use color. Even just making the background a color (try printing on colored paper) helps your piece look more like a poster, and less like a...memo.

USE THIS TEXT**The Women's Initiative**

Providing vital mental health services for women regardless of ability to pay

Summer 2017 Offerings

The offerings below are free & open to women except where noted. They take place as listed except on major holidays.

Sister Circle

Thursdays, 5:30—7 pm, Jefferson School

A support group for black women. Meets in the JABA Activity Room. To register, contact Eboni Bugg at ebugg@thewomensinitiative.org or (434) 872-0047.

Women's Support Group

Tuesdays, 5:30—7 pm, Main Office

Women supporting one another through mutual sharing and validation. To join, contact Donna Dean at 434.872.0047 ext. 101 or ddean@thewomensinitiative.org.

Knitting Circle

Thursdays, 5:30—7 pm, Main Office

We welcome new or experienced knitters for chatting and stitching. Knitting help and supplies are available.

Yoga for Women of Color

Sunday, May 21, 2—3:15 pm, Jefferson School

A gathering for women of color to practice yoga in a safe and nurturing setting at Common Ground Healing Arts. Offered on a donation basis.

West African Dance

Wednesday, May 31, 5:45—7 pm, McGuffey Art Center

Dancing and drumming for women of color to explore our African ancestry and have fun.

Be the Architect of Your Career

Tuesday, May 16, 5:30—7:30 pm, Main Office

In this workshop, you will learn how to clarify your career vision and effectively search for a job. Call (434) 872-0047 to register.

Art as Therapy

Tuesdays, 1—2:30pm, Main Office, starts May 16

We will use art materials therapeutically to help elevate mood and reduce anxiety. Call (434) 872-0047 to register.

Separation & Divorce Group

Wednesdays, 12—1:30 pm, Main Office

A safe environment for those going through separation/ divorce to be with others who understand their experience. Call (434) 872-0047 to register.

434.872.0047

www.thewomensinitiative.org

info@thewomensinitiative.org

Jefferson School Office

233 4th St NW, 2nd Floor, Charlottesville

Main Office

1101 E High Street, Charlottesville