



# GRAPHIC DESIGN FOR WORSHIP & OUTREACH

*The National Conference on Worship, Music, & the Arts – July 22-25, 2014*

**Ian M. Welch**



# OVERVIEW



*Art and design is something that has been embedded in the life and culture of the Christian church for centuries, and they are an important method with which we connect the people and the gospel in worship. Creating compelling, professional-looking worship folders and outreach materials can be a bit daunting, especially when considering the increasing knowledge of good and bad design by those sitting in the pews. This workshop will focus on the best practices of graphic design, including the layout and discussion of worship folders and useful shortcuts and skills when using popular word processing computer applications.*

## About Me

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**ianmwelch.com** Graphic design, music, video  
**paramentics.com** Liturgical art, worship folder templates  
**opus54.com** Documentary with Caleb Bassett about the chapel organ at Wisconsin Lutheran Seminary

## Overview

- ▶ Design & Graphic Design *Definition / History / Principles*

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- ▶ Applications *Logos / Branding / Outreach*

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- ▶ Worship Folders *Layout / Content*

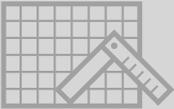
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- ▶ Next Steps *Planning / Integrating / Resources*

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- ▶ Questions & Discussion

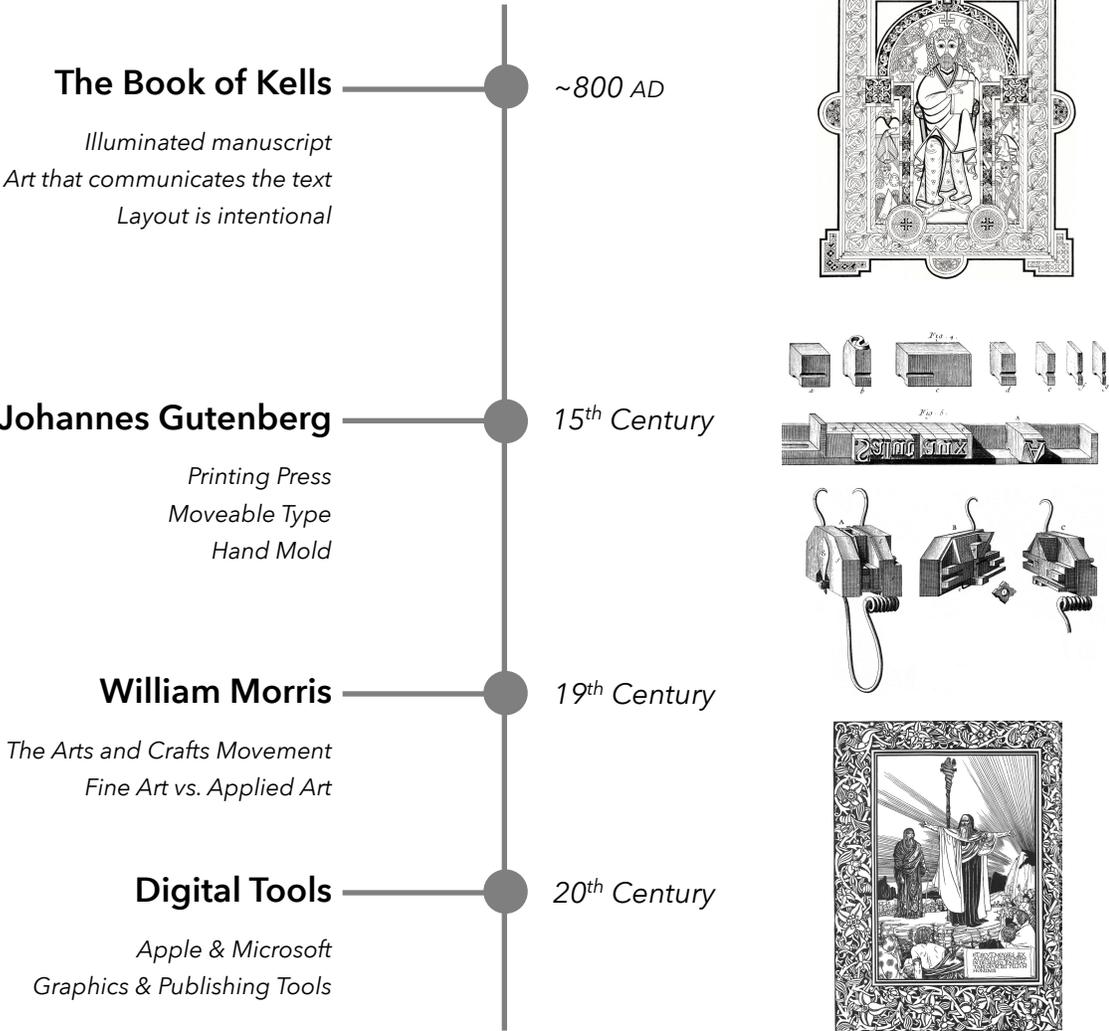
# DESIGN



**design** (n) – A plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is made.

**graphic design** – Visual communication intended to convey specific messages to specific social groups.

## History of Graphic Design





## Principles of Design

- ▶ Alignment *Creating order and making visual connections*

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- ▶ Balance *Providing structure and stability*

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- ▶ Contrast *Emphasizing key elements*

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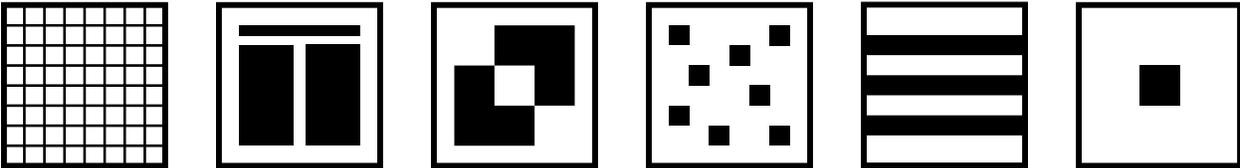
- ▶ Proximity *The visual relationship between elements*

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- ▶ Repetition *Creating consistency, association, and organized movement*

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- ▶ White Space *The distance around elements*



## Applications

- ▶ Logos
- ▶ Branding
- ▶ Outreach Materials
- ▶ Worship Folders

# WORSHIP FOLDERS



## Content

- ▶ The content drives the design, and the design helps communicate the content.

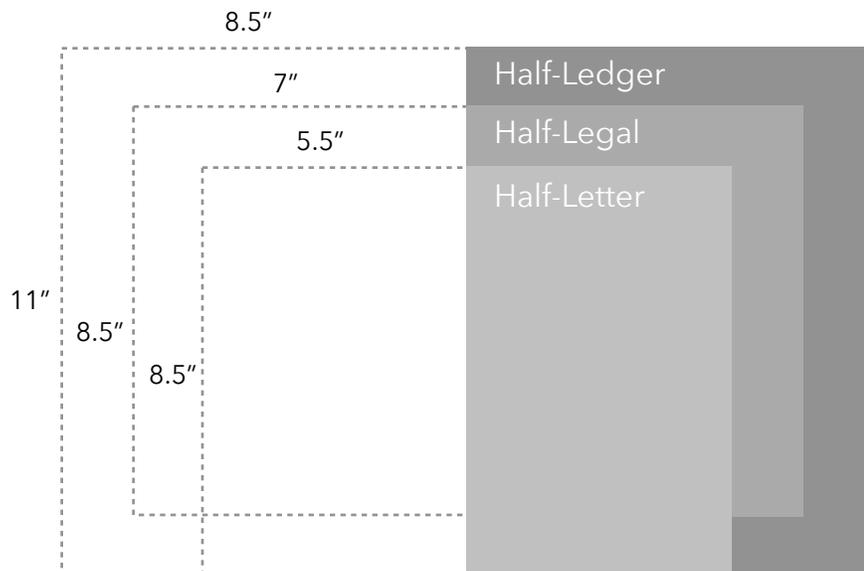
Will scripture readings be printed out in their entirety?

Will there be music graphics?

Will footnotes/side-notes be used?

Does the pastor verbally tell the congregation to stand or be seated?

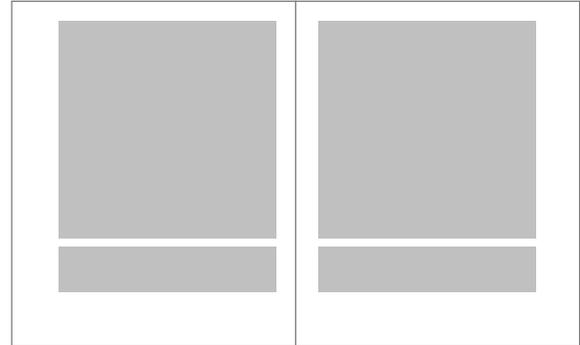
## Page Sizes



## Margins

### Facing/Mirrored Margins

- ▶ Aesthetic: Rhythm & balance
- ▶ Practical: Room for thumbs, side notes



## Typography

### Choosing Good Fonts

- ▶ Most System fonts are made to look good on a computer screen, not on paper
- ▶ Stay away from Comic Sans, Papyrus, and yes, Times New Roman

Worship Folder Fonts

*Times New Roman*

Worship Folder Fonts

*Palatino*

Worship Folder Fonts

*Garamond*

### Mac (serif)

- ▶ Baskerville
- ▶ Hoefler Text
- ▶ Palatino

### Mac (sans serif)

- ▶ Avenir Next
- ▶ Gill Sans
- ▶ Optima

### Windows (serif)

- ▶ Bell MT
- ▶ Californian FB
- ▶ Calisto MT
- ▶ Century Schoolbook
- ▶ Garamond
- ▶ Goudy Old Style
- ▶ Palatino Linotype

### Windows (sans serif)

- ▶ Franklin Gothic
- ▶ Gill Sans
- ▶ Gill Sans MT
- ▶ Segoe UI

### Font Resources:

Lost Type ([losttype.com](http://losttype.com))

Impallari ([impallari.com](http://impallari.com))

Font Fabric ([fontfabric.com](http://fontfabric.com))

Font Squirrel ([fontquirrel.com](http://fontquirrel.com))

League of Moveable Type ([theleagueofmoveabletype.com](http://theleagueofmoveabletype.com))

Hoefler & Co. ([typography.com](http://typography.com))

Font Shop ([fontshop.com](http://fontshop.com))

MyFonts ([myfonts.com](http://myfonts.com))

Adobe Type ([adobe.com/products/type](http://adobe.com/products/type))

### Transfiguration Service Example:

SERVICE

Cronos Pro Light - 24pt

PRE & POST SERVICE NOTES

Cronos Pro Light - 18pt

SERVICE NOTE SUB-HEADER

Cronos Pro Bold - 11pt

HEADER/SONG TITLE

Cronos Pro Bold - 12pt

*Rubrics/Song Information*

Cronos Pro Light Italic - 9pt

Body Text

Jenson Pro Regular - 11pt

**M** Minister

Jenson Pro Regular - 11pt  
Custom Response Font

**C** Congregation

Jenson Pro Bold - 10pt  
Custom Response Font



1 Stanza/Response text

Urtext Leipzig 1803  
Cronos Pro (Stanza Numbers)  
Jenson Pro (Lyrics)

## Music Graphics

### Fonts

- ▶ Lyric size the same as body text
- ▶ Most graphics use Times New Roman, but can be changed in applications like Sibelius and Finale

### Placement

- ▶ Aligned left to margin or indentation if using facing margins
- ▶ Centered or aligned to indentation if margins are equal

### 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, but it is not ideal

## 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

1.25"	 text or music always placed at top-left corner	0.5"
	<b>DIVINE SERVICE</b> <i>The Lutheran church is a liturgical church. Lutherans believe that the gospel is not only good news that Jesus has saved sinners, but also a power God uses to create and strengthen faith in Jesus. Lutheran worship places the gospel in central focus in an order of service called the liturgy. In message and meal (Holy Communion), in specially selected Bible readings, and in carefully crafted songs, prayers, and confessions, the liturgy points to Jesus as the Savior of all.</i>	
64 pts	spacing after sections <b>WELCOME</b>	
32 pts	spacing after sub-sections <b>OPENING HYMN</b>	<i>Praise To The Lord, The Almighty</i>   <b>234</b>
	<b>INVOCATION</b>	
16 pts	spacing after headers <i>Please stand</i>	
	<b>M</b> In the name of the Father and of the † Son and of the Holy Spirit. <b>C</b> Amen.	
	<b>CONFESSION &amp; ABSOLUTION</b>	
14 pts	<b>M</b> Beloved in the Lord: let us draw near with a true heart and confess our sins to God	
line spacing	our Father, asking him in the name of our Lord Jesus Christ to grant us forgiveness.	
	<b>C</b> Holy and merciful Father, I confess that I am by nature sinful and that I have disobeyed you in my thoughts, words, and actions. I have done what is evil and failed to do what is good. For this I deserve your punishment both now and in eternity. But I am truly sorry for my sins, and trusting in my Savior Jesus Christ, I pray: Lord, have mercy on me, a sinner.	
0.375"	 paragraph indent	
		bottom 0.75"
	4	
0.35"	footer	

text or music always placed at top-left corner

## LORD, HAVE MERCY

music graphic aligned left

Lord, have mer-cy on us. Christ, have mer-cy  
on us. Lord, have mer-cy on us. A - men.

**M** God, our heavenly Father, has been merciful to us and has given his only Son to be the atoning sacrifice for our sins. Therefore, as a called servant of Christ and by his authority, I forgive you all your sins in the name of the Father and of the Son † and of the Holy Spirit.

**C** Amen.

**M** In the peace of forgiveness, let us praise the Lord.

## GLORY TO GOD

*Sung to the tune of OLD HUNDREDTH*

**♪** All glory be to God on high!  
Your name, O Lord, we glorify;  
We praise you for your peace and grace,  
Your favor toward our fallen race.

Our grateful thanks to you we bring,  
For your great glory, heav'nly King,  
For all, O Father, you have done  
Through Jesus Christ, your only Son.

Unicode: U+266B "Beamed Eighth Notes"

Footnote area

Page number on  
outside corner

## Creating Booklets

- ☆ Make sure the total number of pages in your worship folder is divisible by 4 (e.g. 12, 16, 20, 24).
- ☆ When printing, make sure the options are set to **2-sided** and **short-edge binding**.

### Microsoft Word (Windows)

1. Go to your **Page Layout** tab and click on the icon in the corner called **Page Setup**.  
(In Word 2013, go to **File, Print**, and then **Page Setup**.)
2. In the **Margins** tab, choose **Book Fold** under **Pages**.
3. Make sure the **Orientation** is still set to **Landscape**.
4. Set your **Margins** according to your in-document margin settings.
5. In the **Paper** tab, set your paper size to **Legal** in the drop-down menu.

### Microsoft Word (Mac) and Apple Pages

1. Download and install the free plugin, Create Booklet ([thekeptpromise.com/FreeApps](http://thekeptpromise.com/FreeApps))
2. Under **Print**, click the **PDF** button and select **Create Booklet**.
3. The document automatically opens in Preview that can be printed.

### Adobe Reader

1. Export your document as a PDF.
2. Open PDF with Adobe Reader (downloaded here: [get.adobe.com/reader](http://get.adobe.com/reader))
3. Under **Print**, choose the correct paper size in **Page Setup**.
4. Select **Booklet** and print your worship folder.

# NEXT STEPS



## Planning

### ▶ Budget

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- Logos will cost a \$1200-5000 when done professionally
  - Full Identity costs \$2000-8000 (logo and supporting materials)
  - Websites cost \$3000-10,000
  - Other print media can be \$250-1500
  - Factor in printing costs
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### ▶ Timeframe/Deadlines

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- Set a goal for logos, websites, and print materials
  - Project start dates should be 3-6 months before deadlines
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### ▶ Designer

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- Decide whether to hire from the outside or from within
  - If from within the church, set clear expectations
  - If from the outside, research and get quotes from a couple studios/freelancers
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### ▶ Leader

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- Assign a liaison to bring questions to the designer and relay his/her comments to the committee if necessary during the project (pastor, committee member, councilman)

## Integrating

- ▶ Logo *The foundation of your visual identity*
- ▶ Digital Media *Social media, web clip icons*
- ▶ Stationery *Implementing the logo onto paper and creating a unified identity*
- ▶ Other Print Media *Brochures, flyers, postcards, t-shirts, etc.*

## Resources

### Printing

- ▶ [Vistaprint](#)
- ▶ [UPrinting](#)
- ▶ [GotPrint](#)

### Graphics

- ▶ [Open: LifeChurch.tv](#)
- ▶ [NewLifeChurch.tv](#)
- ▶ [GracewayMedia](#)
- ▶ [CreationSwap](#)

## Reading

### Graphic Design

- ▶ [Meggs' History of Graphic Design](#)
- ▶ [The Brand Gap](#)
- ▶ [Go: A Kidd's Guide to Graphic Design](#)

### Typography

- ▶ [Stop Stealing Sheep & Find Out How Type Works](#)
- ▶ [The Elements of Typographic Style](#)
- ▶ [Butterick's Practical Typography](#)





for more resources, go to:

**[ianmwelch.com/nwc](http://ianmwelch.com/nwc)**