



DESIGN TIPS

DESIGN TIPS AND PREMIUM CLIP-ART FOR ALL YOUR CHURCH PUBLICATIONS

PREMIUM
 websites
 flyers
 bulletins
 newsletters
 CLIP-ART

OCTOBER 2005

www.ChurchArtPro.com

How to use the NEW online caption-editor

How often has this happened to you? You locate a piece of clip-art in *ChurchArt Pro* that's exactly the image you need, except the attached caption isn't quite right for how you want to use the art. You're faced with the choice of 1) using the art with the caption that doesn't quite fit your event or article, 2) trying to change the caption, or 3) continuing to search for other artwork with a caption that's closer to your need. Options 1 and 3 are frustrating, and option 2 generally requires the use of an expensive computer program that takes time to learn and time to use.

ChurchArt Pro now has a solution that's *fast* and *free* to you as a subscriber. It's an online caption-editor that was added to the *ChurchArt Online* Web site in June 2005. The caption-editor is just that, an interface in the *ChurchArt Online* library that lets you change art captions right on the site without any special software. You can save the graphic to your own computer with your custom caption already in place.

As of now, you can edit captions on all the images with the .TIF and .JPG file extensions that have been added to the library from the January 2004 issue of *ChurchArt Pro* onward. You can learn to use the caption-editor in less than three minutes, and you can change captions in just seconds.

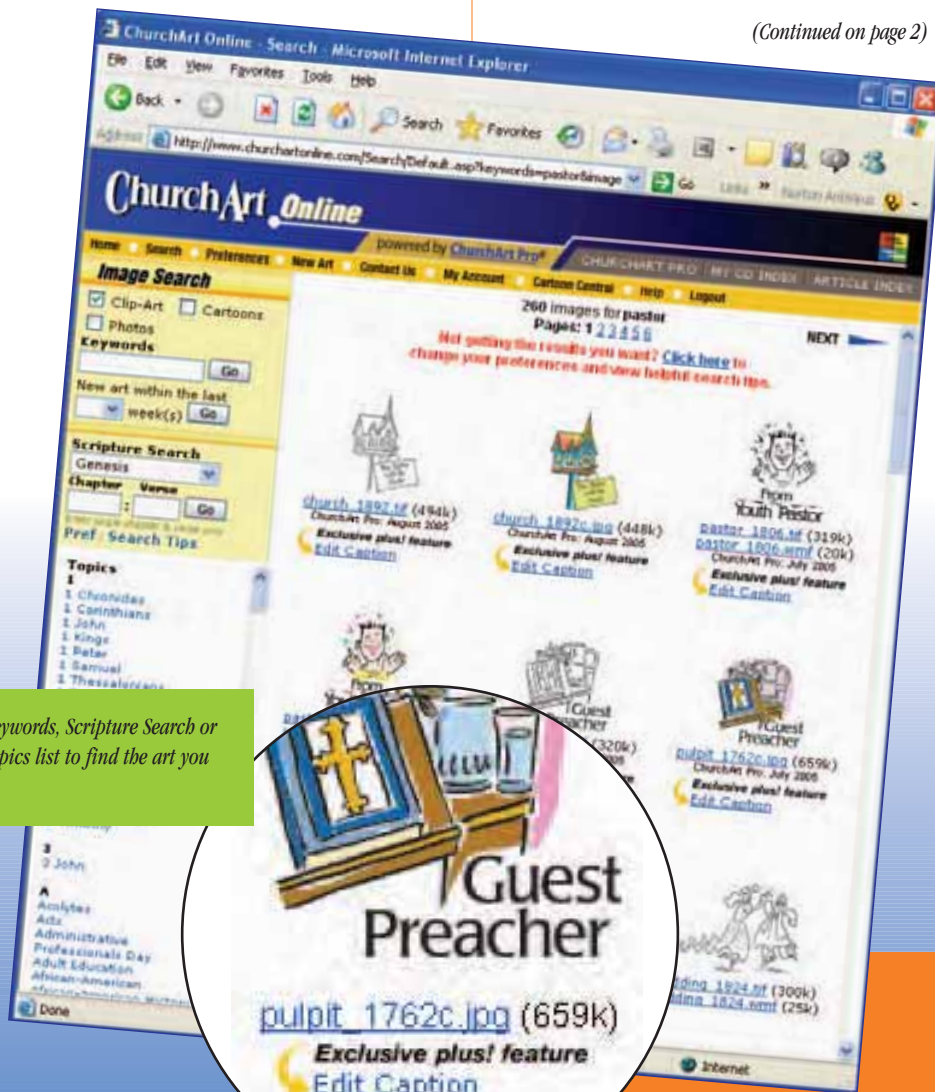
To begin using the caption-editor, go to www.ChurchArtPro.com and log in with your account number. (It's the number just above your name on the issue envelope's

mailing label.) Next, click the *ChurchArt Online* link, and then search for an image.

In the search results, all images that are caption-editable have an "Edit Caption"

(Continued on page 2)

Use Keywords, Scripture Search or the Topics list to find the art you want.

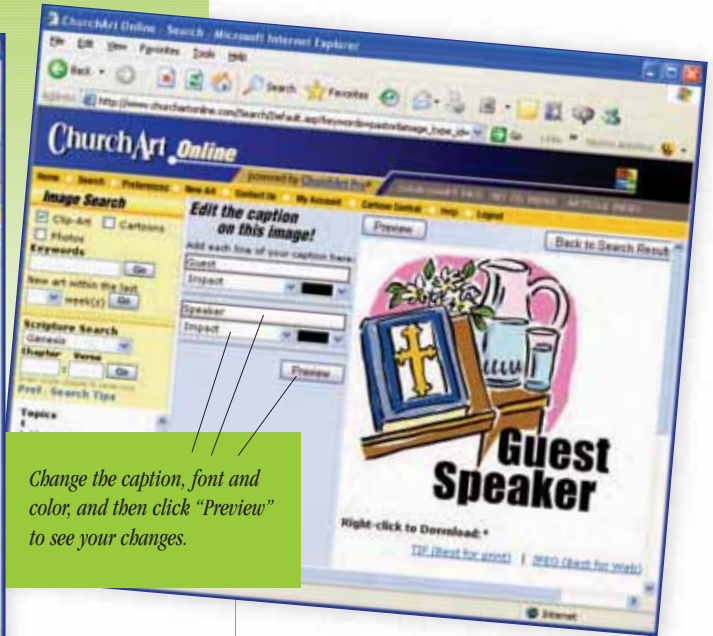


Click the "Edit Caption" link to open the Caption-Editor.

You can save the graphic to your own computer with your custom caption *already in place!*



The caption-editor displays the original version and helpful instructions.



Change the caption, font and color, and then click "Preview" to see your changes.

below each word field is a pull-down menu used to select the color for the words in that field.

When you've made all the changes you

gives a high-resolution graphic for placement in print publications. (JPEG gives a low-resolution graphic for placement on your Web site.) After saving the new art to your computer, place it in a document using your favorite software program.

We'd appreciate hearing your comments about the caption-editor as well as suggestions for future enhancements. Use the "Contact Us" section of the Web site or send your comments to service@ChurchArtPro.com.

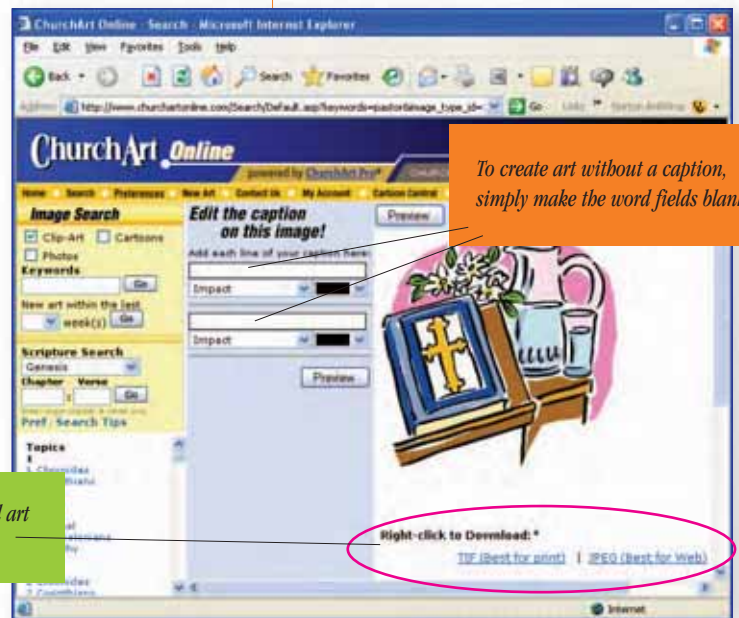
(Continued from page 1)

link beneath them. When you find an image you wish to use, simply click on the "Edit Caption" link. This takes you to a larger version of the image with the caption-editor in place to the left of it.

You'll immediately see word fields (fill-in boxes) corresponding to the number of lines in the original caption. To change the caption, simply type the words you want for your new caption in the appropriate fields. (For best results, the new caption should be of similar length to the original.) If you want no caption at all, simply make all the fields blank. Below each field is a font pull-down menu which lists all the available fonts (the original font may or may not be available). Select the font(s) you wish. Also

want, push the "Preview" button, and the clip-art will change to match your instructions. If you're not satisfied with the results, simply make further changes using the editor and then preview it again. Once you have the clip-art just the way you want it, use the download link for either TIF or JPEG, depending on how you'll be using the image. (TIF

Save your customized art to your computer.



To create art without a caption, simply make the word fields blank.



Flyer targets two different age groups

How do you create a flyer to effectively reach two different age groups for two separate, yet related, events? That's the challenge we faced in our redesign of an event flyer inserted in the newsletter *The Trumpet*. In the original configuration, the top half invites kids to attend a Sunday morning day camp, while the bottom half invites parents to a coffee fellowship and choir rehearsal during the time their offspring are at the camp.

As the flyer stands, however, there's little that will attract children, but if it's made to appeal to kids, then will parents notice their part of the invitation?

We tackled this problem by creating the flyer with two sections, as the original does. But for ours, we made the kids' portion with child-appeal, and we made the adults' portion distinctly for adults. And, unlike the original, we devoted most of the real estate to the kids. We treated the adult information as a sidebar to the kids' event.

We achieved the kid-look by using large, full-color, cartoon-style art and by setting the info in a large and colorful kid-friendly font. We set the adult invitation in the lower right-hand corner on a triangular field of color, but used a straightforward sans-serif font in a standard reading size. We employed art there too, and even kept the cartoon look, but we selected subdued colors to keep it from competing with the kids' images. The large black text above it, while addressed to the kids, actually bridges both groups and ties both portions of the flyer together.



AFTER

Note that our version has a headline (on the signs held by the cartoon characters) that tells what the event actually is — “Sunday Morning Day Camp.” To our way of thinking, this is more informative than the headlines on the original, which promise only unspecified “fun” to each group.

The Trumpet is a publication of Bethany Evangelical Lutheran Church, West Reading, Pennsylvania.

BEFORE

DESIGN DIALOG



MY ACCOUNT Manage your account information.
SUPPORT Help with technical problems anytime.
MY CD INDEX Keep track of the art on your CDs.
CAPTION EDITOR Edit clip-art captions online.



The copyright information in your masthead makes me wonder if we can use ChurchArt Pro artwork for fundraising. Can we?



The short answer is "Absolutely!" We create the art in *ChurchArt Pro* expressly to support the ministry and mission of local congregations.

Our masthead copyright states: "No portion may be reproduced in any form for resale or redistribution." That means that you can't resell our artwork or articles to others. It also means you can't use our material for commercial, for-profit enterprises. And you cannot share our material with people or organizations that do not subscribe to *ChurchArt Pro*.



Coffee mug

But you are in no way restricted from putting our material to work for non-profit fundraising endeavors that promote or benefit your church, its events and ministries. In fact, we hope you will use it in those ways.

You can even use our art in ways you may not have considered. In addition to incorporating it in the usual newsletters, brochures, posters and flyers, you are welcome to employ it in

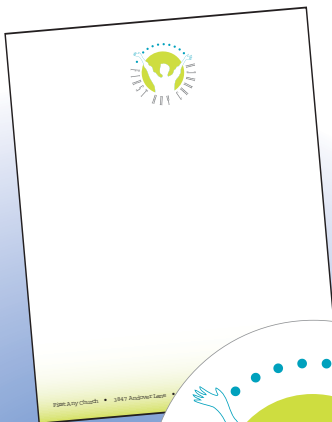
all forms of advertising for your church and its events, as logos for your church groups, on church stationery, on church T-shirts, coffee mugs, calendars, refrigerator magnets, cookbooks, bookmarks — in short, anything that promotes your local church, raises funds for its ministries, informs people about events, or invites them to participate in



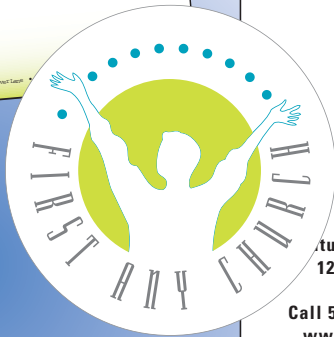
T-shirts

your programs. Think of our clip-art collection as a tool in your ministry kit.

Should you ever have questions about whether a specific use of our art is acceptable, feel free to ask us. Just send your question to service@ChurchArtPro.com or call us at 1 800 992-2144. 🇺🇸



Letterhead



Logo



Celebration!

Join us for
**FUN,
GAMES,
FOOD,
&
FELLOWSHIP**
at our annual
**Harvest
Celebration!**



**Tuesday, October 15, 2005
12:00 p.m. — 5:00 p.m.**

Call 555 726-0987 for details.
www.FirstAnyChurch.org

Newspaper Ad