

# Orchard House Communications

A quarterly newsletter  Spring 2005

## New Design, New Format


By Gloria Hildebrandt

This issue of the Orchard House Communications newsletter has a new look, created by guest designer Branimir Zlamalik of gb.com unlimited in Oakville. You may remember Branimir's work on some creative pieces he and I have worked on: the 2003 booklet *North Castle Keep* and last year's foldout *Seduced By An Angel*. You can read more about this last project in a separate article.



Over the years, Branimir and I have collaborated on a number of projects. To mention just two: he designed my Web site (<http://www.ohouse.ca>) and I wrote an introduction to his portfolio of spectacular images called *Eve of Revelation*, which you can see at his site (<http://www.gbcom.ca>). It seemed a natural next step to join our talents in this newsletter. I think you'll agree that the new design is striking. This is what a graphic designer of Branimir's talent can do for you.

The new format, a PDF or Portable Document Format, offers readers like you some benefits: you receive it swiftly, you can read it conveniently onscreen, you can forward it easily, you can save it and print it, and you can quickly reply to us. You might have comments on the content, you may prefer to receive it in hard copy, or you may even wish to stop receiving it. Just reply and let us know!

If you decide to create an electronic newsletter or e-zine, there are other advantages for you. The cost of printing and mailing are eliminated or, if you continue to print some hard copies, at least greatly reduced. You can splash out in full colour and include photographs at no extra cost. Just be careful not to let it become garish. Just because you can do something, doesn't mean you should!  **Click to continue**

## Bringing Impact to Newsletter Design: An Interview with Branimir Zlamalik

Branimir Zlamalik defines newsletter design as the process of transforming plain text into a publication that will be visible, appealing, readable and understandable. "This sequence is not random," he explains. "Visibility makes a newsletter appealing, and appeal makes it readable, which leads to understanding the message."

His secret for good design is to know the readers, structure the information well, make the design clean, and never use more if you can achieve results with less.



### Electronic vs. Print

Branimir sees important differences between electronic and print newsletters. "The cost of an electronic version stops when it is saved in final form and converted for electronic distribution," he says. "When you press the button, it is at its destination."

In print newsletters, the colour and typography can be exactly what you intend. With the variety of readers' monitors, there is no guarantee of colour accuracy, and readers must already have or receive the fonts of your choice in their computers.

Electronic newsletters can be enriched with such multimedia elements as movie and sound clips. Yet Branimir recommends simplicity. "You don't want a document that takes hours to download or even just to view in a browser."

One additional consideration is the orientation of pages. "Print newsletters tend to have portrait orientation, while most monitors have landscape-oriented displays," he adds.

### Costs of Design

Designing a newsletter can be time consuming and is priced accordingly. "I come up with the character of the publication as well as the overall design of various pages and sections," Branimir explains. "I define styles for every part of the text and set up relationships between textual and visual elements. I use this not only for the first issue, but also to create the template to be used in future issues."

Doing the layout of future issues with this design can cost less, around 50 to 75 per cent of preparing the first issue. "All of the assumptions have been addressed and their treatment has been defined for the first

issue," he adds. "It may take 10 hours to design and lay out a first issue, while it may take only two hours to

lay out the second issue."

Preparing a newsletter template alone is different. "I go through the entire process  **Click to continue**

