FPCEC: Media Specifications

Graphics

For pictures, if using your smartphone and if your camera does 8MP, that will work well. Please take your picture in the Landscape view. If you would like the church staff to do graphics for your church event, then please let the office know at least 30 days before the event. It normally takes about one week to create the graphics, and a few days for the different teams to approve and to post them, giving you about 2 weeks of promotions. Upon request, the office staff can resize your graphics to meet the needs of the various platforms.

Proclaim & Sanctuary Slides: Ratio 16x9; Resolution: 96 pixels/inch, Pixel size is up to 1920 x 1080. You can use PowerPoint or Google Slides to create
Contact: Church Office, office@firstpres-elcajon.org

Narthex TV: Ratio 16x9; Resolution: 96 pixels/inch, Pixel size is up to 1920 x 1080
Contact: Heidi McKinley, photos@firstpres-elcajon.org

Narthex Flyer: Half Letter or "A" sheet 5.5" x 8.5". Office staff will resize the 8.5" x 11" flyer   Contact: Church Office, office@firstpres-elcajon.org

Bulletin Insert: Half legal sheet 7" x 8.5"
Contact: Church Office, office@firstpres-elcajon.org

Banner: Common size 72" x 36"; Resolution: 80 PPI (DPI)
Contact: Stephanie McDonald, stephaniemcdonald@firstpres-elcajon.org

Sandwich Board:
Contact: Sandy Hood, communications@firstpres-elcajon.org

Website Events: Ratio: 3x2; Resolution: minimum 240px by 160px, best is 750px x 500px.
Contact: Church Office, office@firstpres-elcajon.org

Website pdf Document: Letter "A" sheet 8.5" x 11"
    Contact: Church Office, office@firstpres-elcajon.org

Facebook: The optimal size for post (shared) images is 1,200 x 630 pixels
    Contact: Church Office, office@firstpres-elcajon.org

Instagram: The optimal sizes are 1080 pixels wide by 566 pixels to 1350 pixels high.
    Contact: Church Office, Office@firstpres-elcajon.org

Keeping in Touch: Typically no graphics required Contact: Church Office, office@firstpres-elcajon.org

Weekly eBlast: The deadline is Thursday, for a Monday publication. More time is appreciated. Images vary.
    Contact: Church Office, office@firstpres-elcajon.org

Nextdoor: If post includes image, then 1156px by 600px
    Contact: Sandy Hood, communications@firstpres-elcajon.org

Other Communications
Photographer:
    Contact: Heidi McKinley, photos@firstpres-elcajon.org

Pulpit Announcement: To have your event mentioned during the announcement time of Sunday Worship, please advise the office staff by Wednesday. Contact: Church Office, office@firstpres-elcajon.org

Please see the next page for more information

Consider The Four C's When Creating Slides

- **Coherent**
  - Can it be easily read
    - Size and type of font
      - Rule of thumb in sanctuary & narthex – **not less than 44pt font**
      - Some cursive styles cannot be read from afar
      - Some people have not learned to read cursive
  - Can people comprehend the message
    - Don't use terms, acronyms, abbreviations, etc. that are not universally known
  - Are images and graphic discernable
  - Keep in mind the slides change every three seconds. Keep the message short, or use two slides for your message.

- **Compatible**
  - Are the fonts compatible with the platform you're using
    - Not all Google Slides fonts are compatible with Microsoft (PowerPoint/Word)
  - Is slide format compatible with platform you're using
    - TV = 16:9
    - Projectors = 16:9 Leave a little extra space on all sides because the frame is 4:3
  - Are images compatible with platform
    - For projectors, images should be greater than 1920 x 1080 pixels

- **Consistent**
  - Use same Font, Font Style, Font Color, etc., throughout, except:
    - For emphasis
    - Change of subject or idea
  - Use same background color, image, etc., throughout, except:
    - For emphasis
    - Change of subject or idea

- **Complementary**
  - Do the Fonts, Font Style, Font Color, etc., complement or distract from the subject matter
  - Does the background image or color complement or distract from the font or subject matter
  - Does the slide itself complement or distract from the subject matter
    - Is the slide even needed?

Creating Your Own Flyer

If you decide to create your own flyer, consider these suggestions:

1. **One clear, concise goal or purpose** — What is your purpose in designing a flyer? Focus on one aspect you are promoting. Attending an event, donating, etc.

2. **A popping headline** — Create a popping headline because it's what will most likely be the first thing read on your flyer, so make it interesting and a benefit to the reader.

3. **An overall motivating message** — This is your call to action line. A call to action is a message that makes the reader want to act; otherwise, the flyer will be useless to the reader. Call to action words like contact us, join us, etc.

4. **Graphics or pictures** — Design a flyer with vivid images relative to the concept of the flyer and ones that are eye-catching. Make sure graphics, including clip art and photos, are a minimum of 300dpi.

5. **Your contact information** — Always include a contact. Church office, individual person, committee. Add proper branding at bottom which includes church logo, address, phone and website. Include an email address and Facebook logo.

6. **Fonts** —Be careful of cursive fonts. Use only 2 simple and easy-to-read fonts and style on the flyer

7. **Abbreviations** — Spell words out and do not use abbreviations

8. **Church branding** — Insert church branding at the bottom of the flyer.

When finished, evaluate your flyer:

1. Are the main points easily read from 6' away?

2. Do the fonts, font styles, color, art, etc. complement or distract from the subject matter?

3. Is the artwork clear and at 300 dpi minimum?

4. Have you provided essentials: Who, What, When, Where, Why and How?

5. Have you added a benefit to the reader?

6. At a quick glance, can readers understand your flyer's message?

7. Have you avoided unnecessary clutter involving words, graphics, and other design elements?

8. Is your message in as few words as possible so that it is clear, concise, and to the point?

9. After you have finalized your flyer and placed the branding information at the bottom, send a pd copy to office@firstpres-elcajon.org for distribution.