**Tips for creating engaging artwork**

When creating artwork (social media graphics, posters, flyers) for your Club, it’s important to understand what engages people and how to create designs that resonate with them.

Here are some tips for creating engaging and relevant artwork for your Club:

* Use Club colour and logos – this helps to reinforce the Club’s brand and make the graphics instantly recognisable to players, parents and other supporters.
* Keep artwork consistent – you don't need a graphic designer with free tools available such as [Canva](http://www.canva.cm/), but your artwork needs to have a consistent design style and colour palette to create a cohesive look and feel across all your promotional materials.
* Keep messaging simple and clear – this will ensure that people can quickly understand the content and engage with it. Include a call to action such as ‘register now’ with contact details or a QR code for people to scan.
* Limit your typefaces – create visual uniformity by applying one typeface or font family. Use a typeface that has a selection of variants such as italic, bold, condensed, to keep options open. Make sure it is easy to read.
* Use photos of players within your own Club – players (and potential players) love to see photos of people they recognise so try to avoid using stock images or generic photos in your promotional materials. Use a mixture of male/female and mins/mods/international aged players in your recruitment materials as much as possible to appeal to different target audiences.
* Use action shots – action shots are a great way to capture the excitement and energy of our game. When designing social media graphics, posters, or flyers, use action shots to bring people closer to the action and create a sense of excitement.
* Use infographics – when designing social media graphics, highlight key achievements and moments to engage people. For example, create an infographic featuring your registration numbers if they increase significantly.