

***The Creative Arts Team Exists to Craft Content and Experiences
that lead people to become fully engaged followers of Jesus!***

Screen Graphics Creative Process

Screen Graphics are used when needing to promote a ministry or an event. They can be part of weekend programming, social media promotions, emails, and event programming.

All screen graphics require a minimum of 4 weeks to create from the time we receive all required elements from the Vision Holder.

Vision Holder:

- Provide copy that must be included in the screen graphic (what are we trying to promote?)
- What specific screen graphics are we creating, and what are they being used for?
 - For weekend programming during CARE, Collide programming, social media promo, email template
- If not already part of a brand, what is the direction of imagery the graphics need to have? Filter questions:
 - What are 5 words to describe this project or event?
 - What are 5 words you want people to say about the event or project?
 - What is the overall feeling you want people to have when they see marketing material and experience the project or event?
 - Is there any imagery that comes to mind when you think of your project or event?
- **Timeline: 1 week from request or Discovery Meeting** (depending on Level of project or event)

Graphic Designer:

- Design screen graphics with provided copy, direction of imagery, and what it is being designed for
- **Timeline: 4 weeks from when all elements are received from Vision Holder**