**Task 6 newsletter research**

You need to examine the effectiveness of a range of newsletters and there components, use the link below to help you carry out screen shots of newsletters and annotate making comments on:

* The layout
* The content
* The colours
* The house style
* Use of images
* Effective use of information
* Good and bad features

• <http://www.nationaltrust.org.uk/get-involved/online-community/email-newsletter/>

email and online newsletters provide ideas for content and styling, but will not be structured for printing

•http://southwest.hee.nhs.uk/files/2013/06/HESW\_newsletter\_issue1.pdf

• <http://www.donnalouisetrust.org/pdf/LatestNewsletter.pdf>

• <http://www.psni.police.uk/newsletter_issue14_v3_pdf.pdf>

• <http://www.highlaneu3a.org.uk/Newsletter.pdf>

• http://www.co-op.ac.uk/wp-content/uploads/2010/07/April-newsletter.pdf.

• **examples of good/poor practice – web searches (including image searches) will yield a wide range of examples:**

• http://www.printingforless.com/newsletters/Newsletter-Examples.html

• http://community.businessballs.com/blogs/7-print-newsletter-design-tips-to-get-your-client-newsletter-opened-read-every-time.html

• http://www.printlocal.com/Newsletter-Printing-Design.htm

• http://office.microsoft.com/en-gb/publisher-help/7-steps-to-a-simple-effective-black-and-white-newsletter-HA001137351.aspx

**Now carry out some primary research of newsletters?**

Look at 4-6 (6 will give you more marks) different newsletters and use the analysis sheet to analysis the layout.

**Primary research analysis of newsletters**

Newsletter

Which page of the newsletter is viewed first Newsletter

Do people keep newsletters and treasure them?

What is a Newsletter

Features of a newsletter circle an answer

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**Once the newsletter is open, which areas are your eyes drawn to fists?**

**Which features contribute to making the newsletter effective?**

**Who do you think is the audience for the newsletter?**

**Newsletter survey**

**Which of these words would you use to describe the newsletter?**