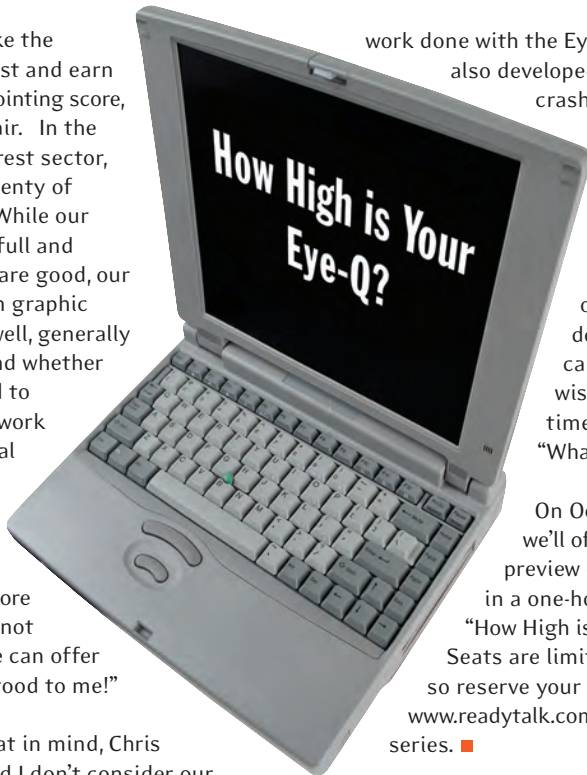


# Want to Raise Your Eye-Q?

Sign up for our free web class on October 24th.

If you take the entire test and earn a disappointing score, don't despair. In the public interest sector, you have plenty of company. While our hearts are full and intentions are good, our expertise in graphic design is, well, generally lacking. And whether we're asked to review the work of a national agency, local freelancer, or staff designer, more often than not the best we can offer is, "Looks good to me!"

Bearing that in mind, Chris Hershey and I don't consider our



work done with the Eye-Q Test. We've also developed a new online crash course to help public interest communicators understand the fundamentals of graphic design so they can judge more wisely the next time someone asks, "What do you think?"

On October 24th, we'll offer a free sneak preview of the course in a one-hour webinar, "How High is Your Eye-Q?" Seats are limited, however, so reserve your space now at [www.readytalk.com/web-seminar-series](http://www.readytalk.com/web-seminar-series). ■



## How High is Your Eye-Q?

Your organization's ability to attract attention and engage your audience may depend on the answer.

Sometime soon, your Eye-Q is going to be tested. It could happen when new pages are added to your website, when the upcoming issue of your newsletter is assembled, or when the deadline nears on the next round of direct mail. Whatever the reason, when someone puts a prospective piece of public communication under your nose and asks, "What do you think?" your Eye-Q is on the firing line.

And when the moment arrives to render your verdict, how much expertise will you bring to bear? How confident are you in your ability to distinguish between designs

that will attract attention versus those that could drive it away? In short: *just how smart are your eyes?*



The Goodman/Hershey Eye-Q Test can help you calculate the answer. Devised by me and Chris Hershey, my partner for the *Bad Ads and Bad Presentations* books, the test begins inside and continues on my website. It's free, it's fast, and when you're done, you'll know your personal Eye-Q score (which, we must warn you, may be an eye-opening moment. More about that on the back cover.) So grab your number 2 pencil. Take a deep breath. Begin... ■



**a goodman**

GOOD IDEAS FOR GOOD CAUSES

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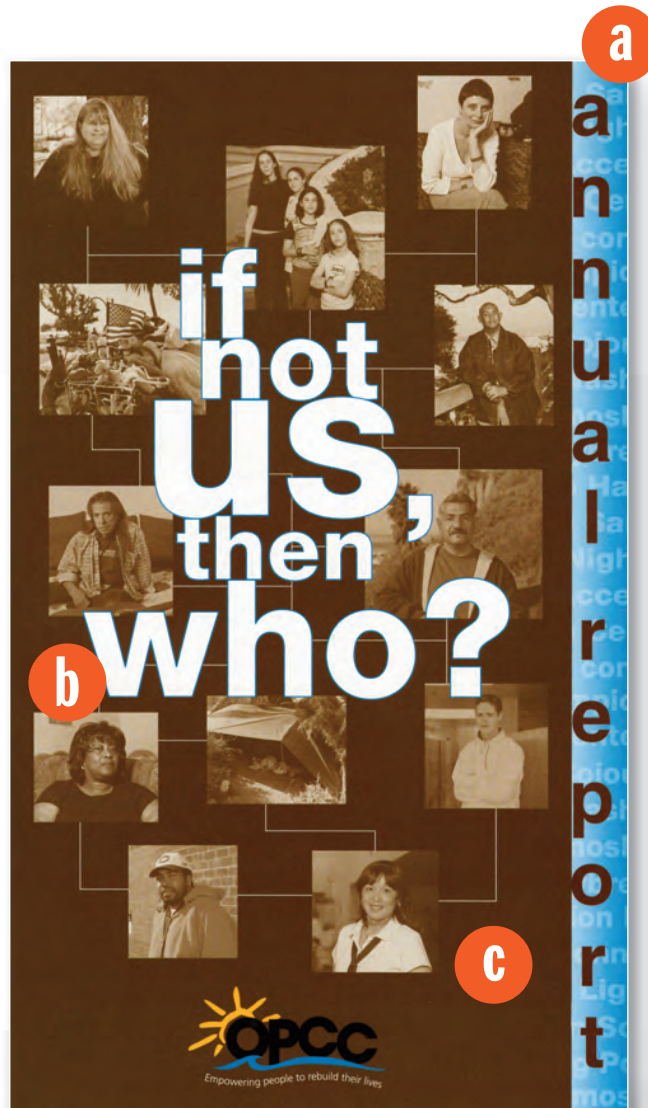
Free-range thinking™ is written by Andy Goodman and edited by Lori Matsumoto.

# The Goodman/Hershey Eye-Q Test

The Ocean Park Community Center (OPCC) is based on the Westside of Los Angeles and provides a wide range of critically needed services for low income and homeless youth, adults and families, battered women and their children, and people living with mental illness.

In 2005, OPCC published an annual report with the cover you see here. There are several design flaws in this cover treatment, but three have been identified with letters.

**Question 1:**  
Identify design errors a, b, and c on the OPCC cover.



Andy Goodman and Chris Hershey thank OPCC for permission to use their annual report in this test.

As part of its "Youth Smoking Prevention" campaign, Phillip Morris ran a series of print advertisements to help parents discourage their children from smoking.

The full-page ad featured here has significant problems with its headline and typography, but probably the most damaging design flaw is in the overall layout. The arrow points to the heart of the layout problem.

**Question 2:**  
What design problem does this arrow identify?



To find the answers to these questions and to take the remainder of the test, visit [www.agoodmanonline.com/EyeQ](http://www.agoodmanonline.com/EyeQ)