Edit, edit and edit
What’s important - the date, registration?
Try to keep the content to less than 25 words.

Typography
Font size >18
Use script fonts sparingly
Steer clear of goofy fonts (your designer thanks you):
comic sans, curlz, papyrus, ravi
Highlight Headlines with different weight or typeface

Layout
Place logo or attribution in the corners
Do not be afraid of using negative space!

For Scheller needs, email becky.scheel@scheller.gatech.edu for design assistance