

## **Designing Effective Posters**

Good posters catch both your eye and your interest. They communicate a clear message through pictures and only the most essential words. Use these tips to help you create an effective poster.

### **Focus on Your Main Point**

The information contained in your poster must be accurate, clear, and concise. Posters should not contain large amounts of writing. Ask yourself:

- What is the main point you plan to make with your poster?
- What kinds of pictures and symbols can you use to make your point?

### **Gather Design Ideas**

Look through your textbook and other resources to get some design ideas. Advertisements often contain good examples of ways to present information visually. Look for effective ways to combine text and images.

### **Plan Your Design**

Experiment with different design concepts by making rough pencil sketches to help you place your text and images. As you do so, think about:

- what you want to say;
- what pictures and symbols convey your message;
- the colors and fonts that best convey your ideas;
- the best way to organize your pictures, text, and symbols on the poster.

### **Create Your Visuals**

Even if your artistic ability is limited, you can create effective visuals. As you work on visuals, remember that:

- color will dramatize and bring attention to your poster;
- images should be simple and easy to identify;
- images should be visible from a distance of at least ten feet;
- your images should help carry the message of your poster.

### **Create Your Text**

If possible, create your text on a computer and then print it on a good printer. Use large, attention-getting fonts that are in proportion to the visuals and to the size of the whole poster. If a computer is not available try to use stencils or carefully hand letter your poster. Text should be readable from a distance of ten feet.

### **Finalize Your Design**

Arrange your images and text on the poster board. Adjust the placement of all the elements until you have an eye-catching layout. Then use rubber cement to glue everything in place. (Make sure the room is well ventilated.)