

Poster POINTERS



Examples of how to make messages and designs more readable and attractive

WHAT MAKES A GOOD POSTER?

Include these poster assets:

- ✖ A brief, catchy message; one theme that can be read in 10 seconds.
- ✖ A slogan telling the viewers to do something and making them want to do it.
- ✖ Colors and white space to get and hold attention.
- ✖ Letters large enough to be easily read and words separated enough to make them quickly grasped.
- ✖ Principles of good design.

Avoid these poster faults:

- ✖ More than one theme.
- ✖ Too “busy” – too many words and/or too scattered pictures or words.
- ✖ Material not relevant to topic.
- ✖ Message becomes lost.

OTHER TIPS TO REMEMBER

- ✖ Illustrations and white space add emphasis and attract attention.

plan
ah ead

R e m e m b e r
s p a c i n g
Rememberspacingremembe
rspacingrememberspacing

Use
guide
lines

Pencil them in lightly at the beginning and erase when finished.

- ✖ Small lettering is hard to read at a distance. Recommended size for reading from a 20 foot distance is 1 ½ inches.

- ✖ **Multi-colors** are fun but hard to read.

- ✖ No **light** colors without a **dark shadow**.

- ✖ **Boldness** makes a difference.

- ✖ Plain lettering is more readable than **Fancy lettering**

