

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**

