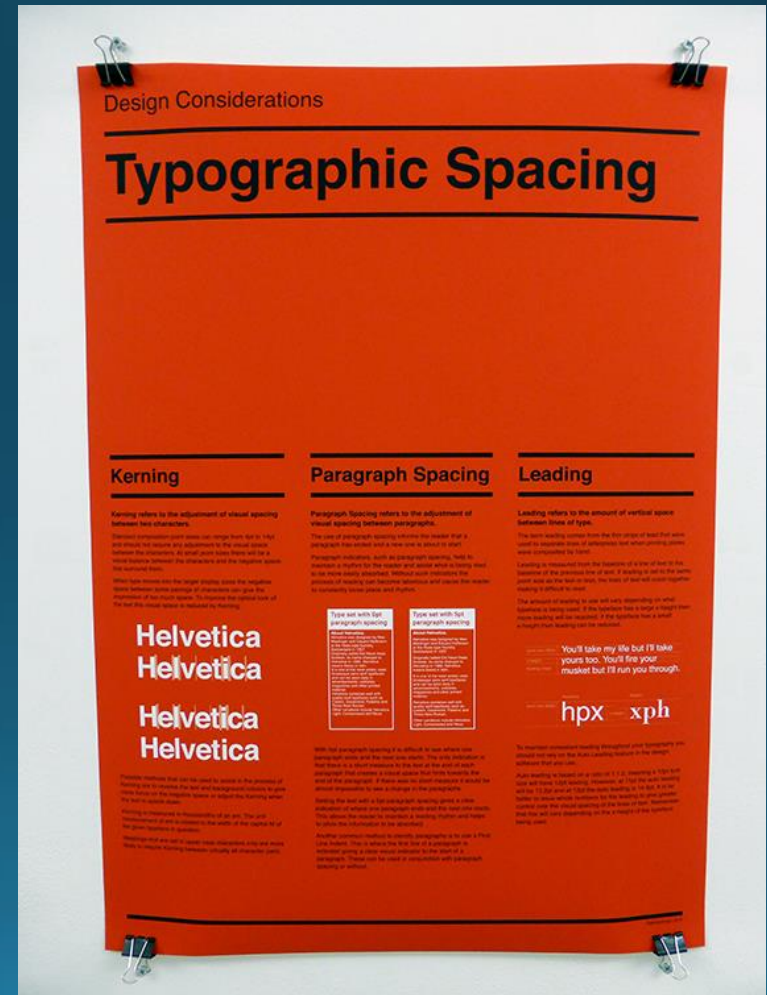


Gav's Top Tips

Poster Design Tips

1. Know the purpose of the poster

- Is the information contained within the poster to be stand alone or is it a call to action?



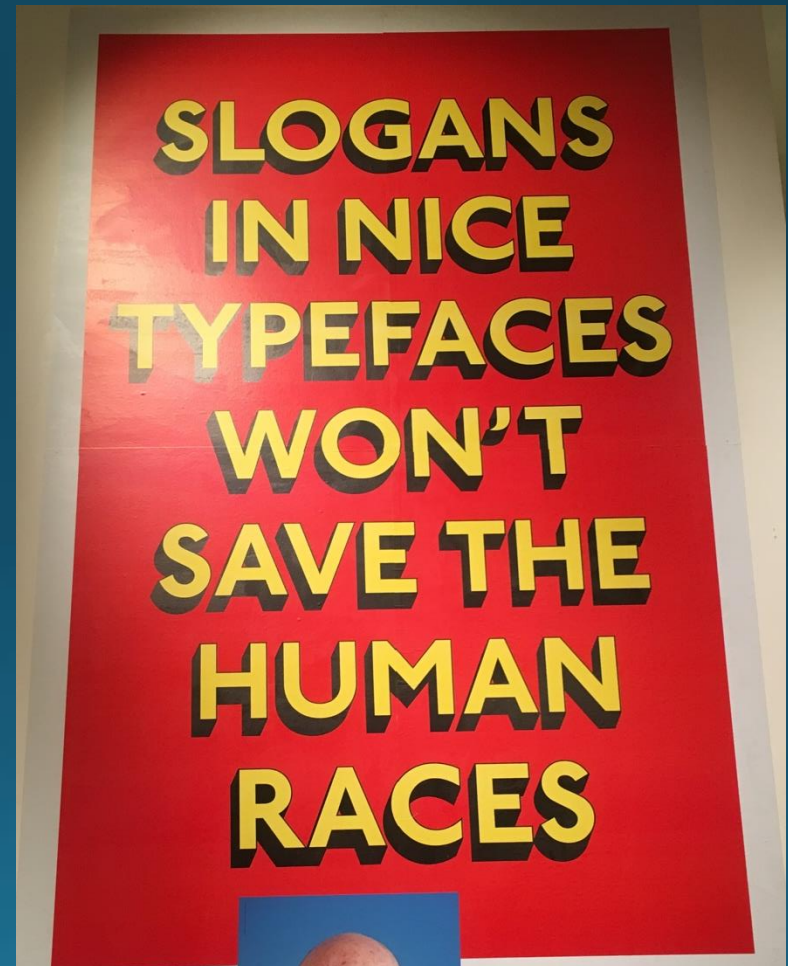
1. Know the purpose of the poster

- Is the information contained within the poster to be stand alone or is it a call to action?
- A call to action could be dates of an event, visit a website for more information or buy this thing now!



1. Know the purpose of the poster

- **From the Brief:**
“Your **research poster** should act as a visual metaphor and conceptual distillation of your research essay. The poster is not simply an illustration of your essay content, but a critical and creative visual response to its core argument, research focus, and theoretical framework...”



1. Know the purpose of the poster

- **Continued:**
...It should demonstrate how visual communication, design thinking, or material choices can convey complex ideas.



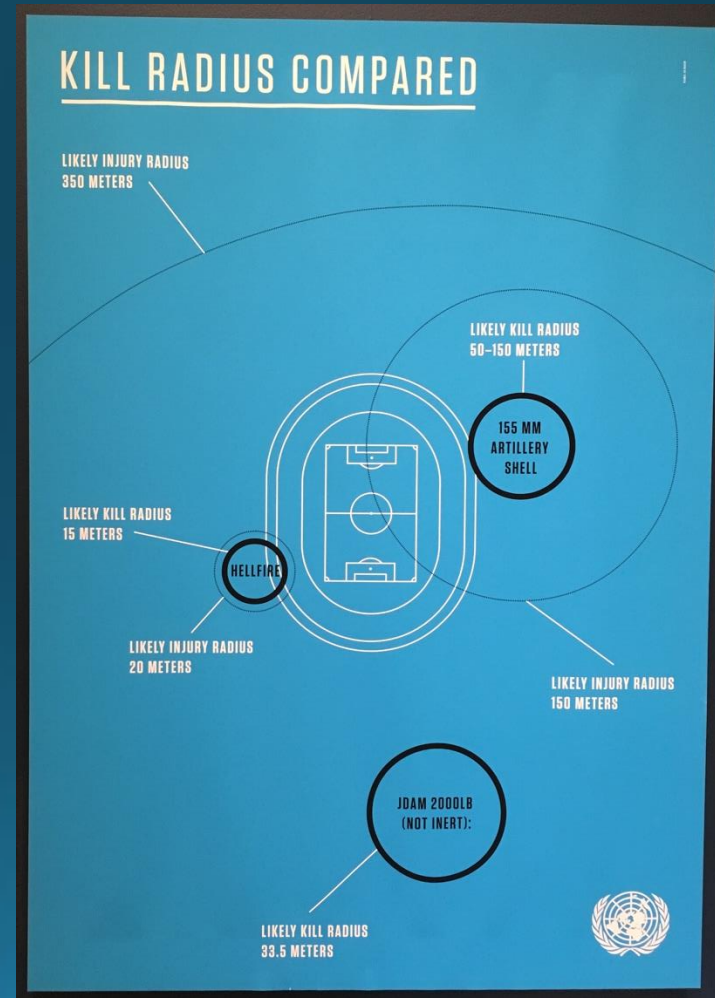
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- So, What are you wanting to communicate with your poster? What is the visual essence of your essay?



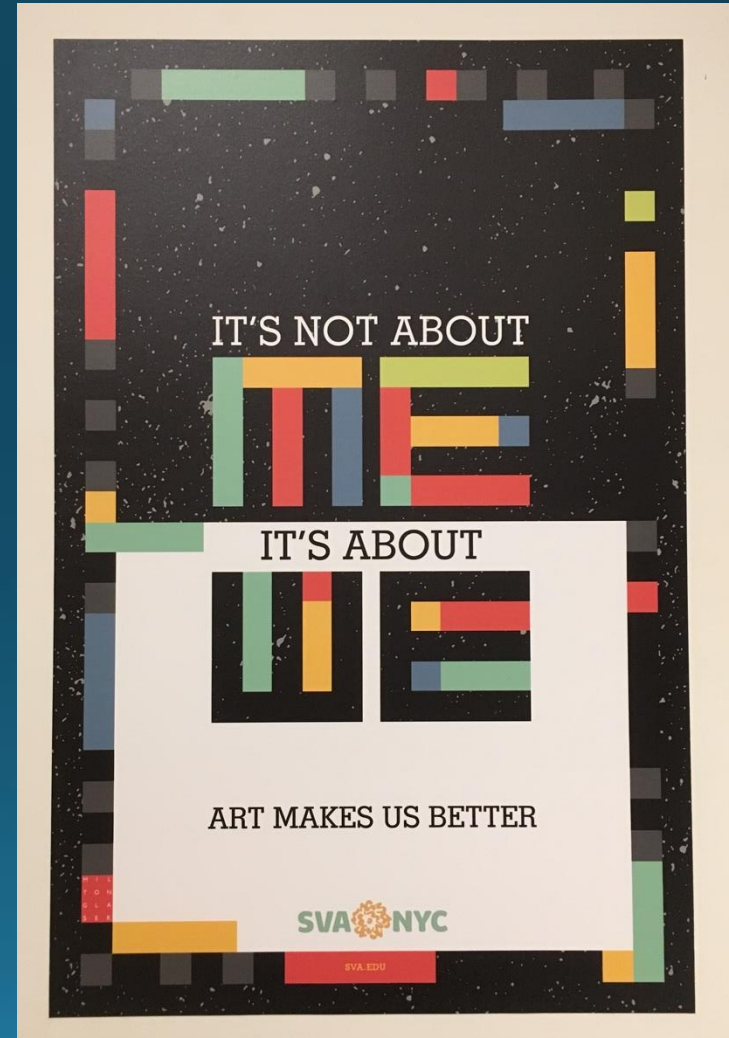
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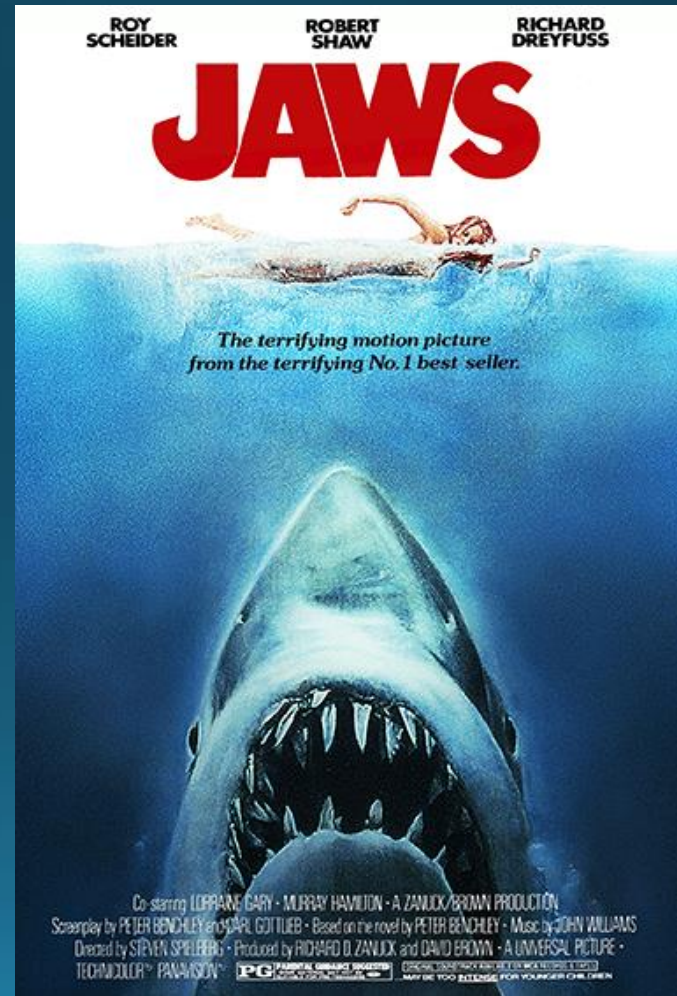
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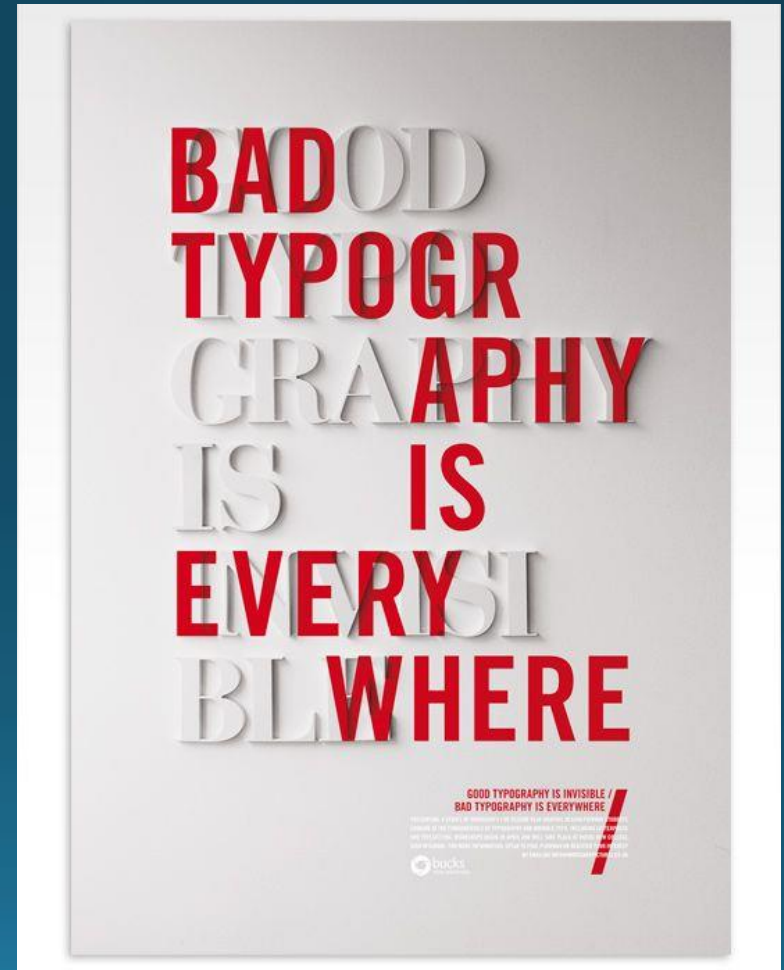
2. Create a visual hook

- Use a large visual to pull the view of the reader into the poster.
- It's kind of like a piece of bait in a well laid trap.



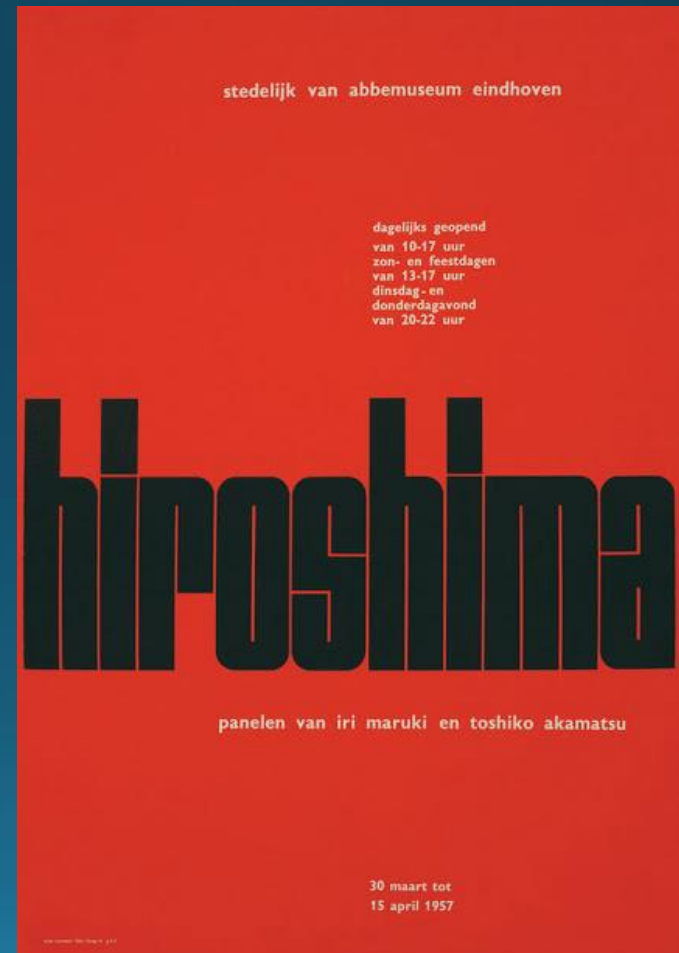
3. Typography!

- Oversized text can be used as the visual hook in place of an image or graphic.



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- Oversized text can be used as the visual hook in place of an image or graphic.
- Make it so the text can be read from a distance and, depending on the purpose of the poster, limit the amount of text...make it punchy!



Story

Story

Story

STORY

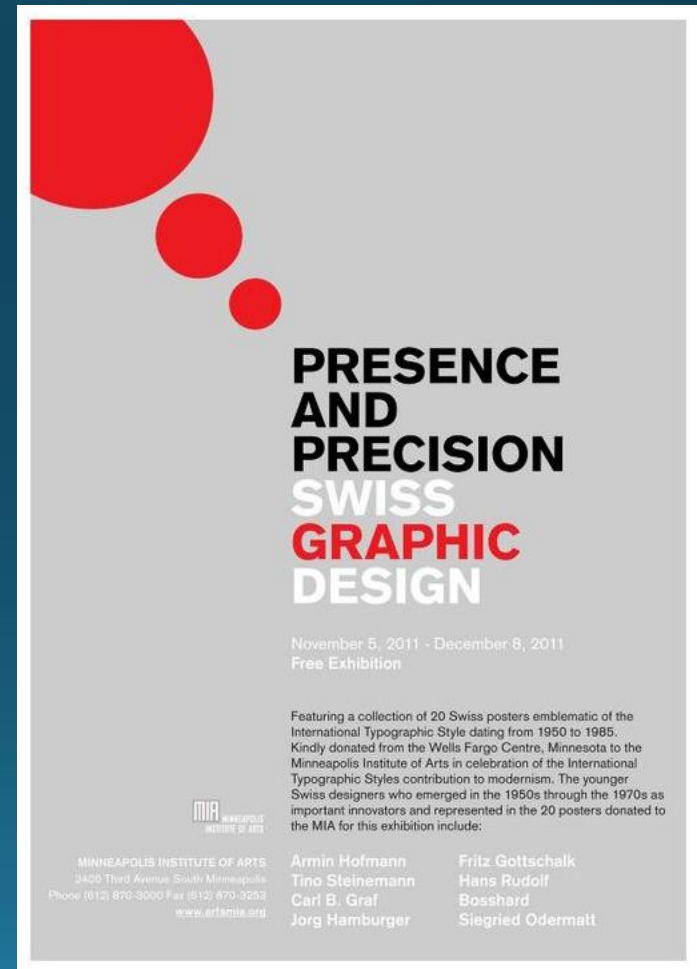
Story

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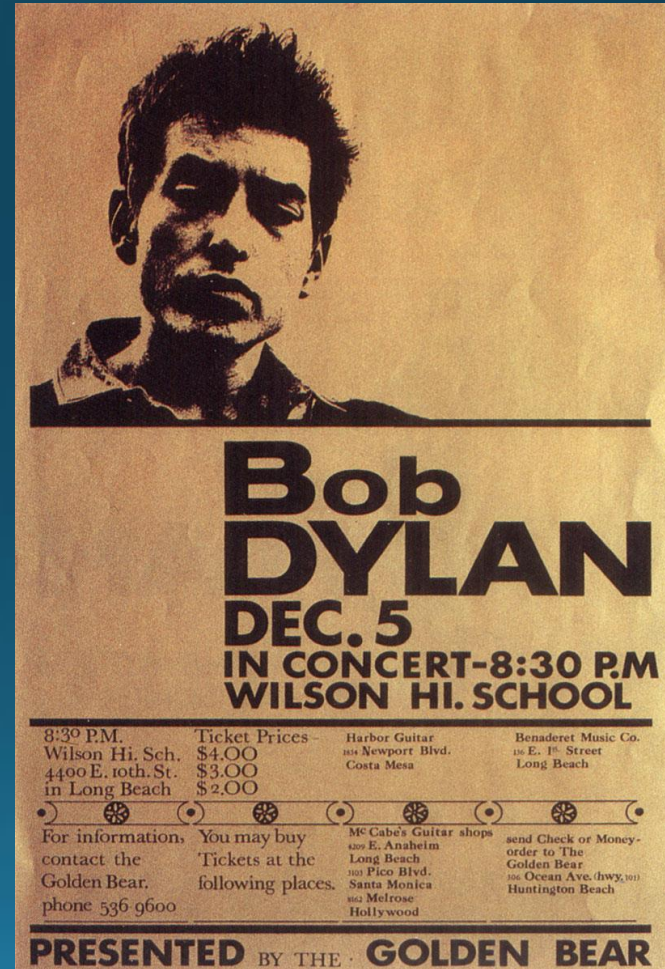
4. Hierarchy of information

- Know what needs to be seen or read first, second and last.



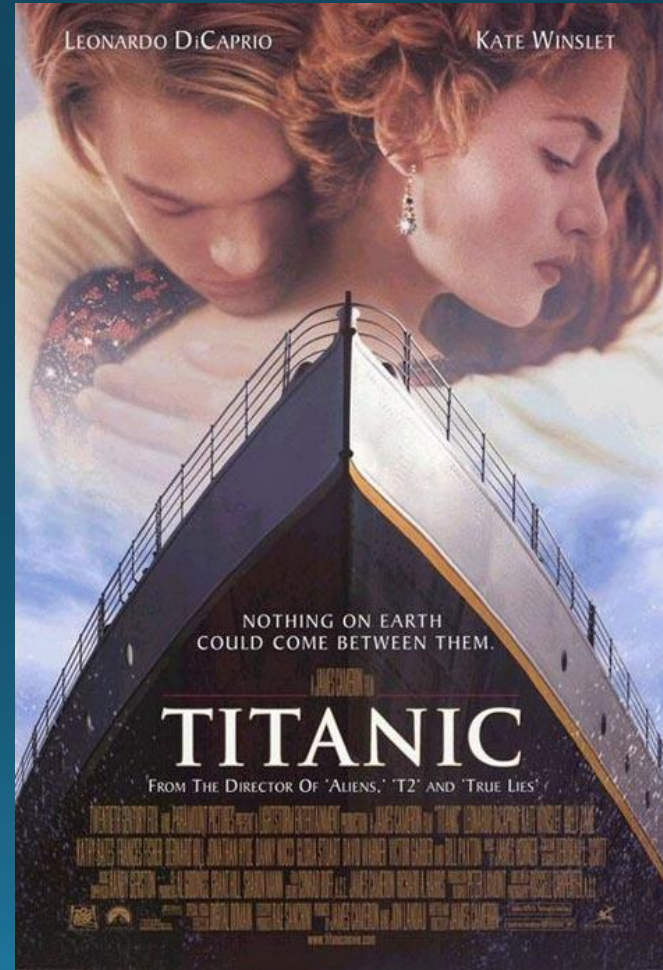
5. Spacing

- Allow the elements of the poster to be clearly seen.



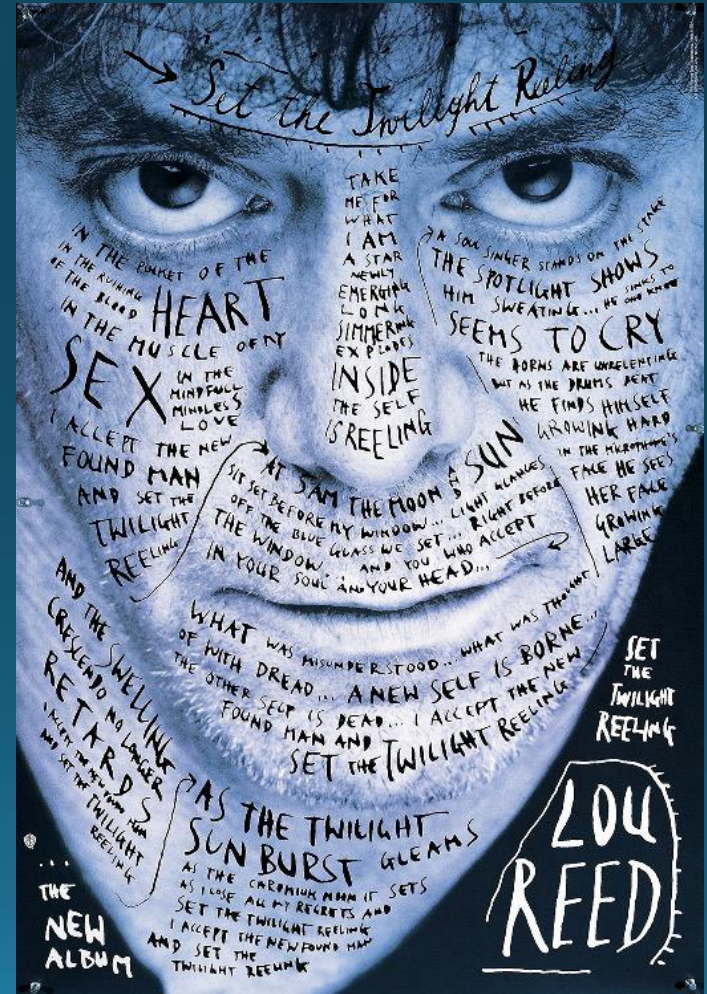
5. Spacing

- Allow the elements of the poster to be clearly seen.
- Adding extra spacing or sectioning will help hierarchy and aid viewing from a distance.



6. Contrast

- Add contrast with colour and possibly with negative space.



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- Add contrast with colour and possibly with negative space.



6. Contrast

- Add contrast with colour and possibly with negative space.
- Contrast can also be created with different design styles.



A Side Note on Colour: The 60-30-10 rule.

- Roughly put, try to balance the colours in chunks of 60%, 30%, 10% areas of the design.
- It's not an exact percentage so think of it as big, medium, and small areas of colour / tones / hue.



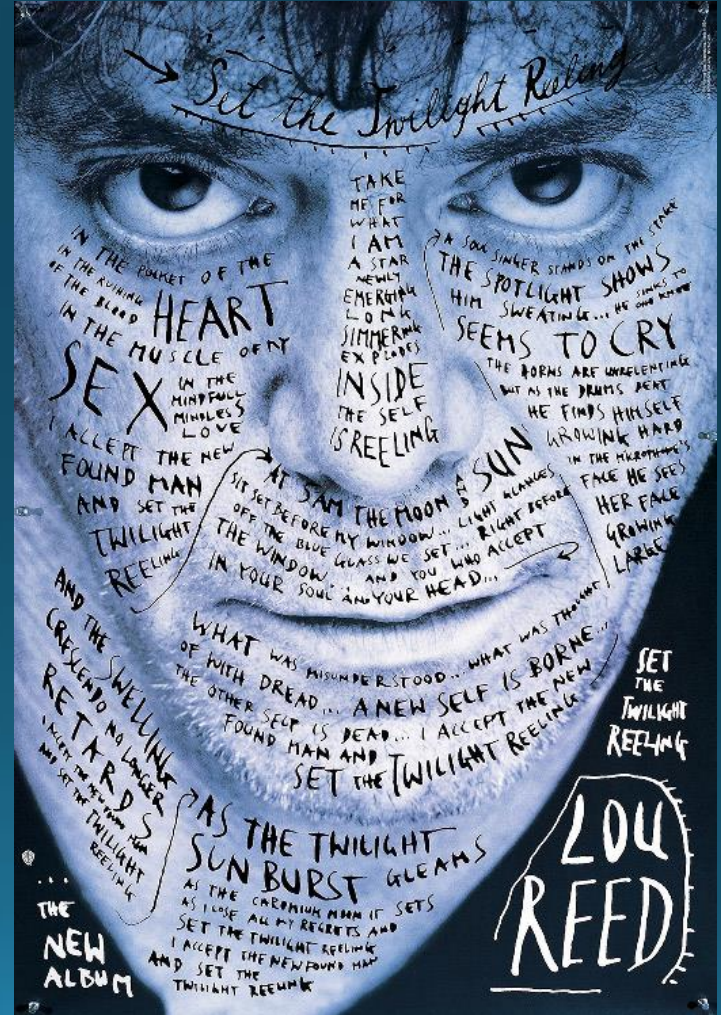
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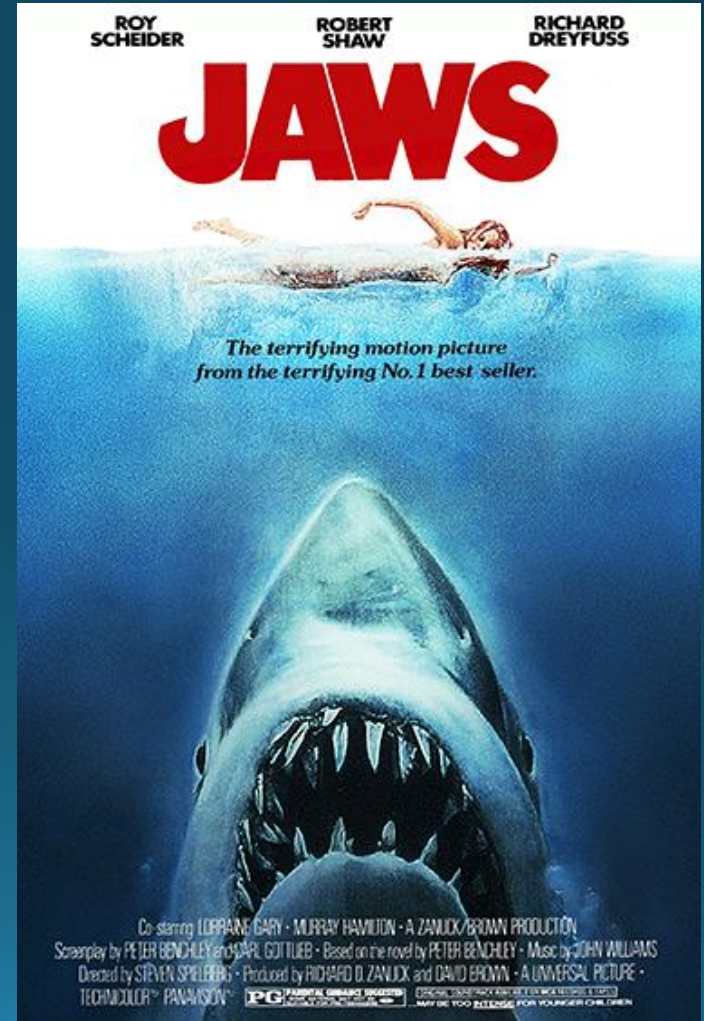
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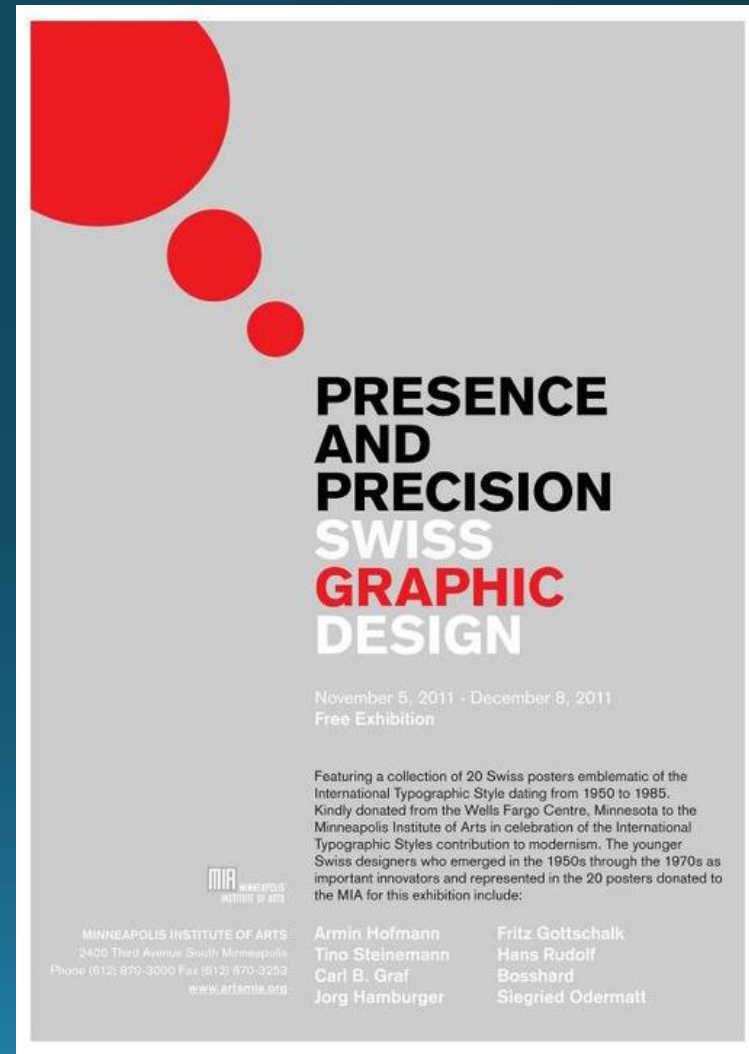
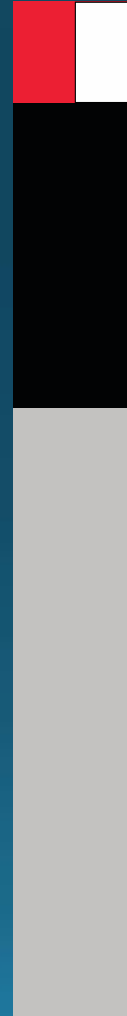
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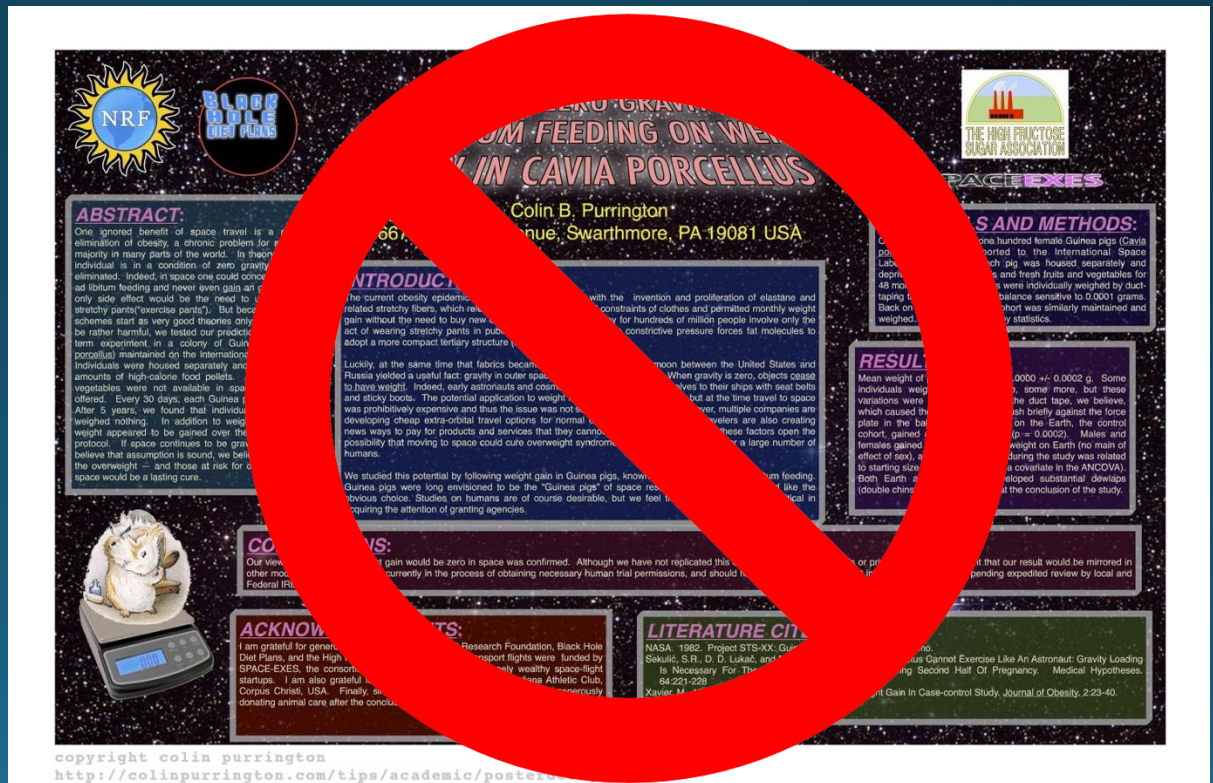
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7. Don't over complicate

- Avoid the temptation to fill the poster with unnecessary elements.



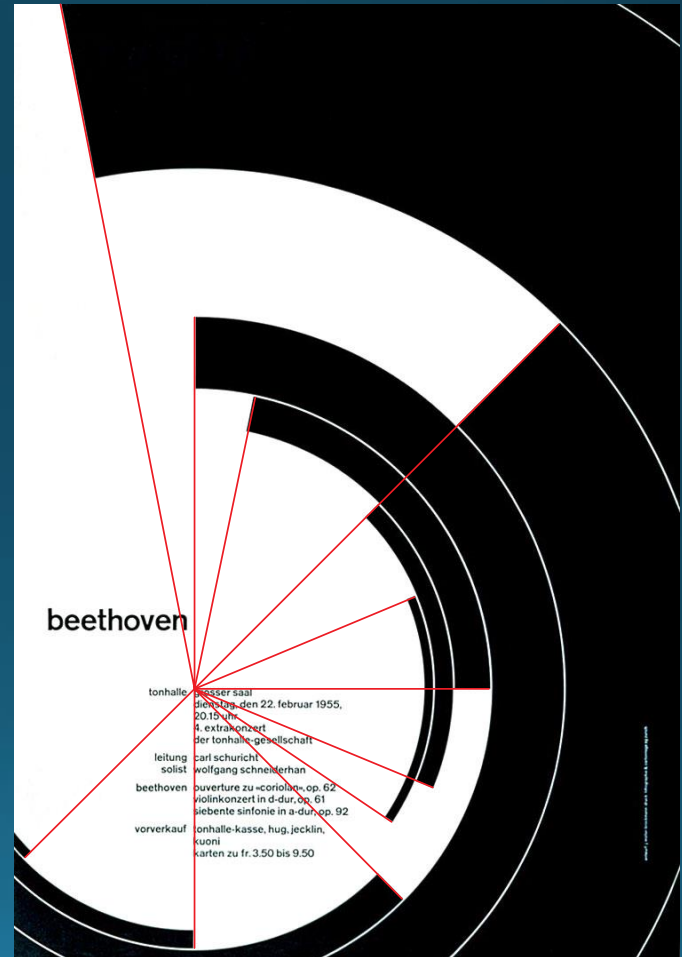
8. Use shapes

- Using or creating definable shapes with your content will help to raise visual interest.



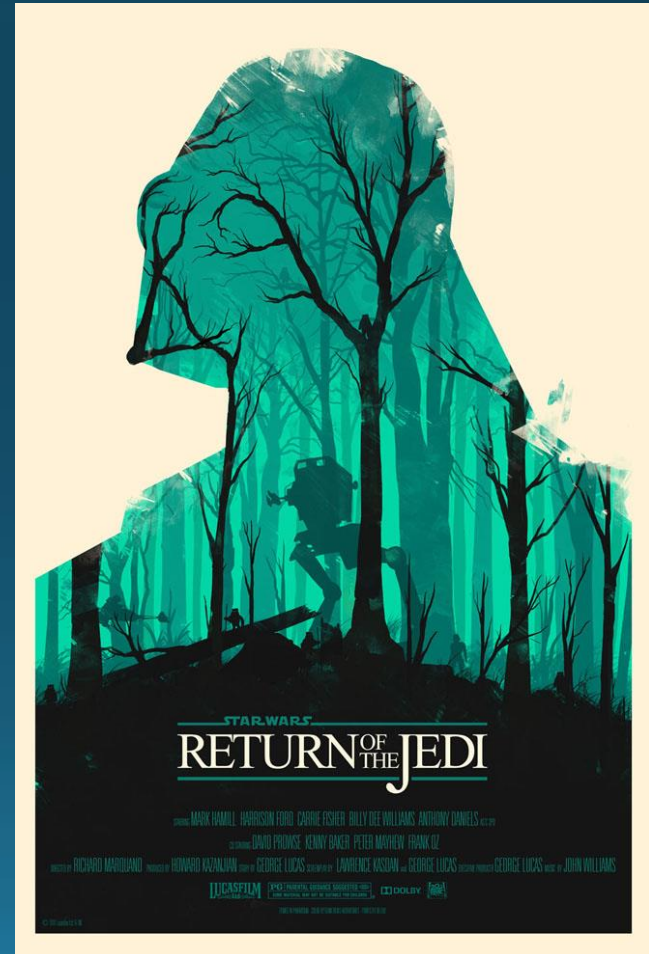
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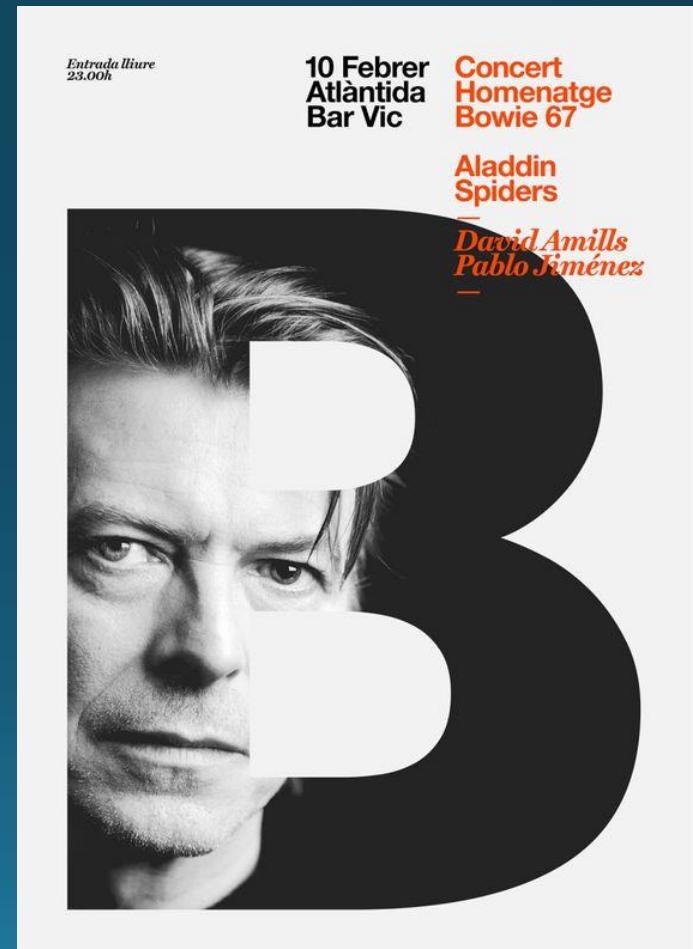
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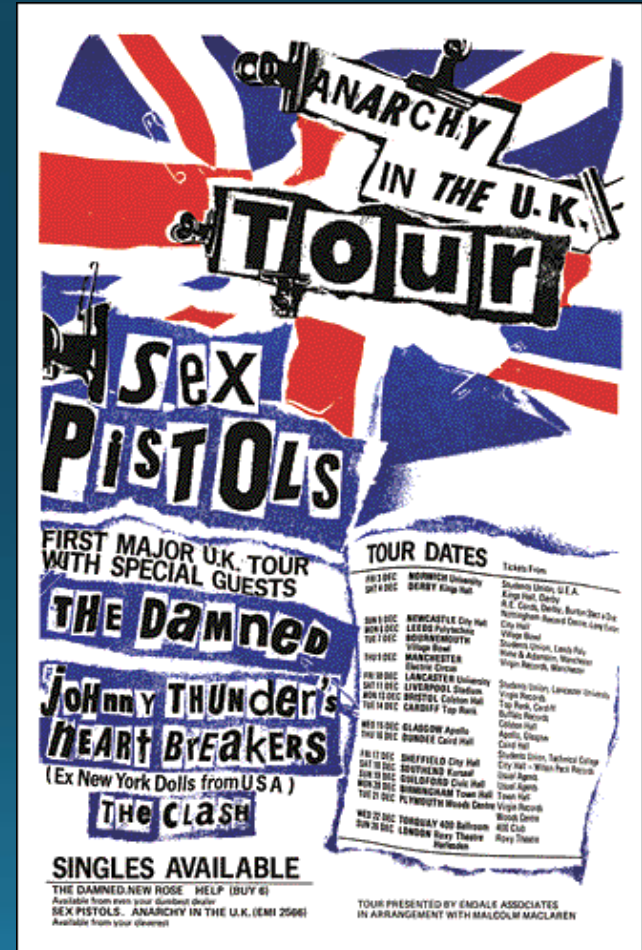
9. Composition and layout

- Most of the previously mentioned tips are related to the overall composition of your poster.



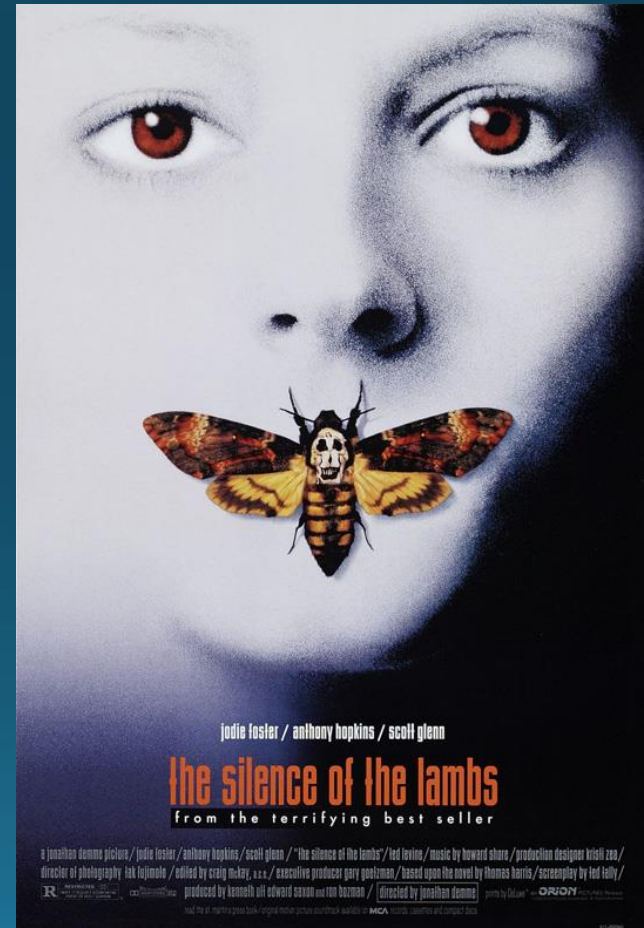
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- What is seen first then where does your eye move to next?



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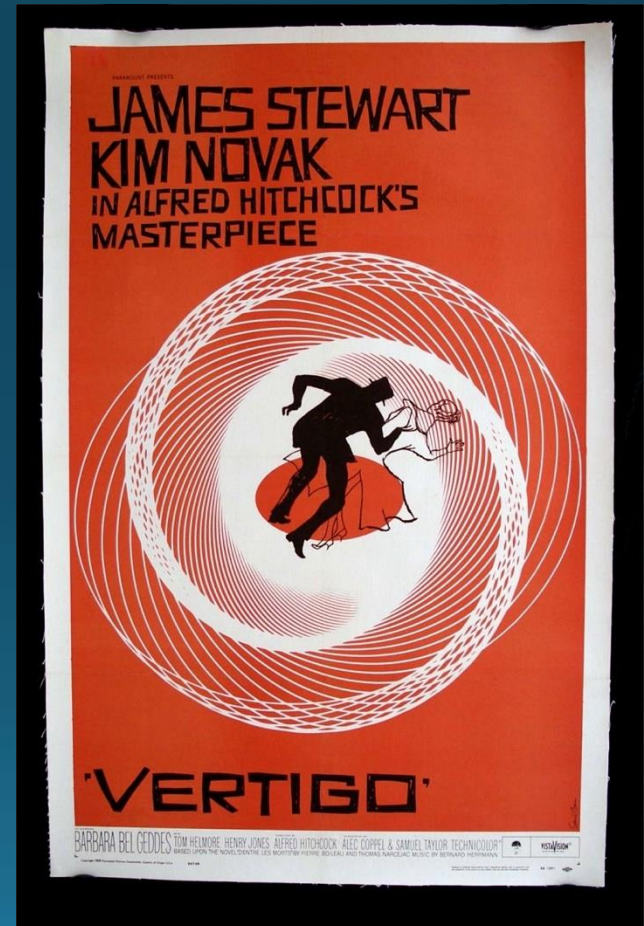
10. Have fun

- Add humour if you can.
- Play with metaphor and simile to help the viewer to relate to the message.



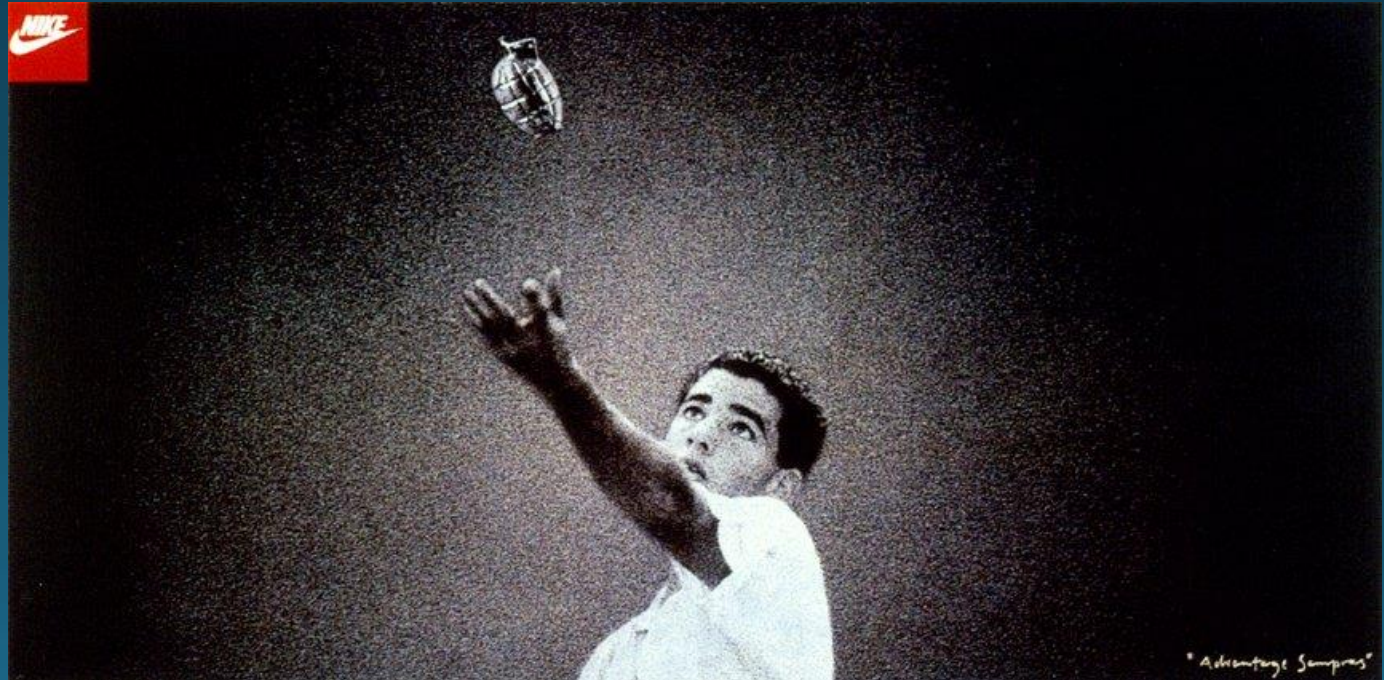
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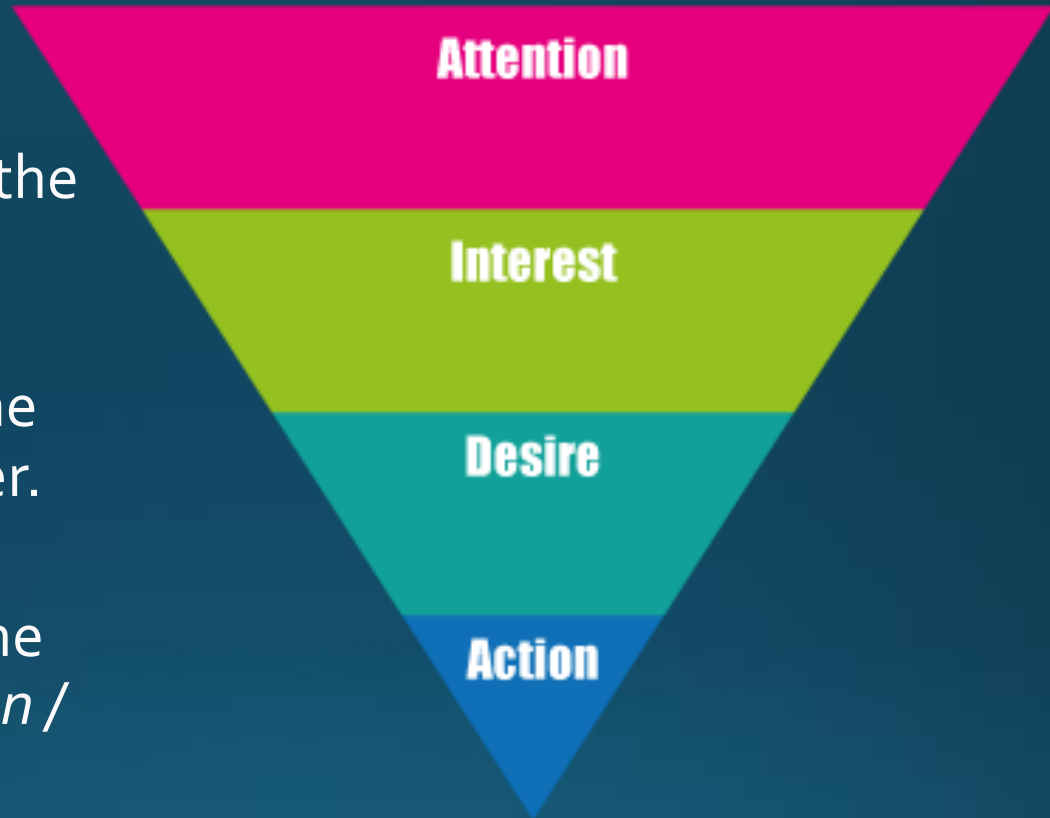
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11. AIDA

- **A – Attention:** Attract the attention of the user.
Eg. Large Image.
- **I – Interest:** Increase the interest level of the user.
Eg. Strapline or Title.
- **D – Desire:** Convince the the user. *Eg. Information / body copy.*
- **A – Action:** Guide the user in what to do next if needed.
Eg. Location / Website.



And you will read this last

**You will read
this first**

And then you will read this

Then this one

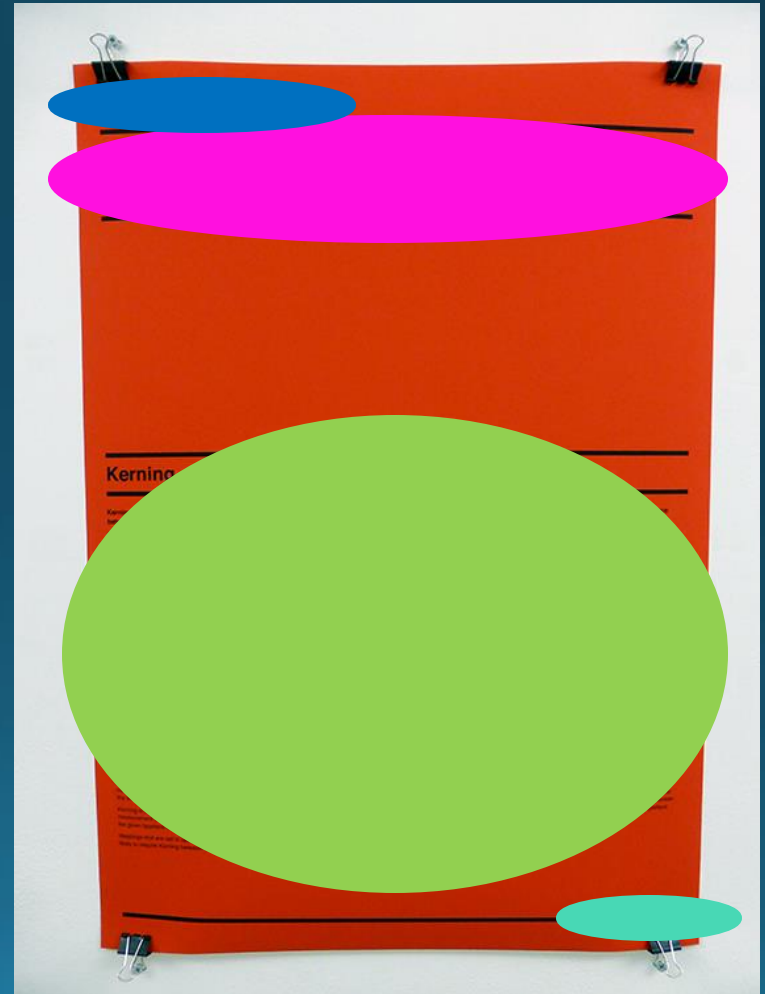
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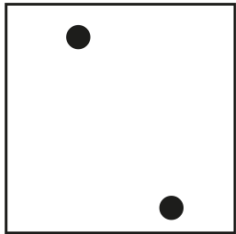
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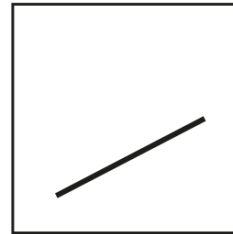
12. Designing in Focus Points



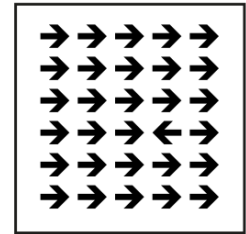
Position



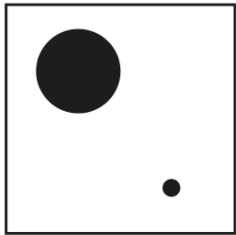
Length



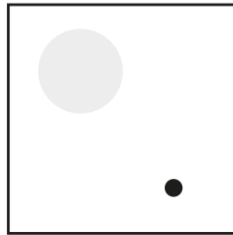
Slope



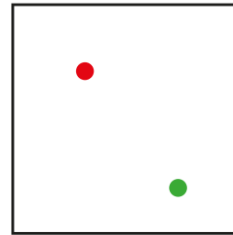
Angle, Orientation



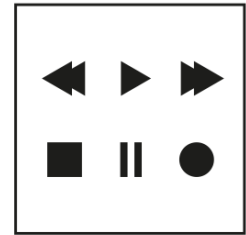
Area, Size, Volume



Intensity, Weight, Opacity

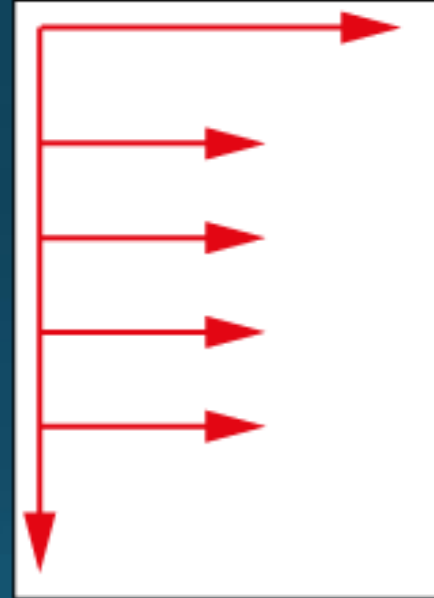
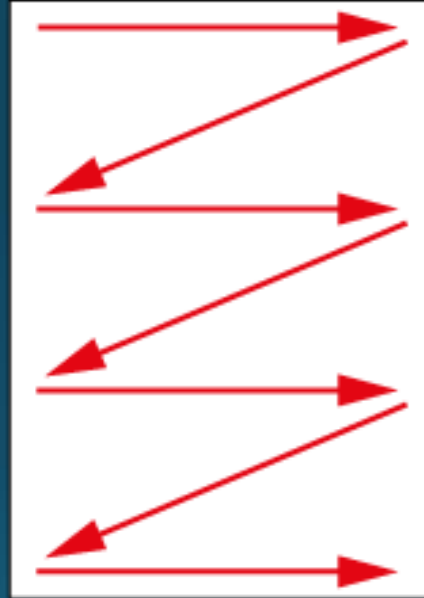
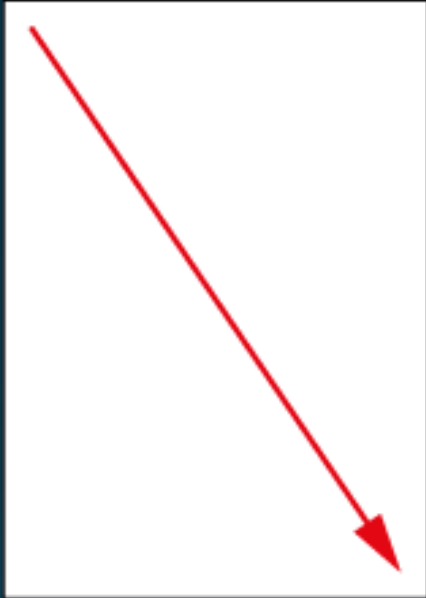


Colour



Shape

13. Eye Flow



13. Eye Flow



**Bob
DYLAN**
DEC. 5
IN CONCERT-8:30 P.M.
WILSON HI. SCHOOL

8:30 P.M.	Ticket Prices -	Harbor Guitar	Benaderet Music Co.
Wilson Hi. Sch.	\$4.00	104 Newport Blvd.	150 E. 1 st Street
4400 E. 10th. St.	\$3.00	Costa Mesa	Long Beach
in Long Beach	\$2.00		

For information, contact the Golden Bear. phone 536 9600

You may buy Tickets at the following places.

McCabe's Guitar shops
4209 E. Anaheim
Long Beach
1001 Pico Blvd.
Santa Monica
8642 Melrose
Hollywood

send Check or Money-order to The Golden Bear
806 Ocean Ave. (dwny. 101)
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13. Eye Flow



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Sex PISTOLS

FIRST MAJOR U.K. TOUR
WITH SPECIAL GUESTS

THE Damned

Johnny Thunder's HEART BREAKERS
(Ex New York Dolls from USA)

THE CLASH

TOUR DATES

Date	Location	Tickets From
FRI 1 DEC	NORWICH University	Students Union, U.K.A.
SAT 2 DEC	DERBY King Hall	King Hall, Derby
SUN 3 DEC	NEWCASTLE City Hall	A.E. Conds, Derby, Burton & De
MON 4 DEC	LEEDS Polytechnic	Norringham Sound Centre, City Gate
TUE 5 DEC	BIRMINGHAM Village Road	City Hall
WED 6 DEC	MANCHESTER Electric Circus	Village Road
THU 7 DEC	LANCASTER University	Students Union, Leeds Poly
FRI 8 DEC	LIVERPOOL Stadium	Wine & Adams, Manchester
SAT 9 DEC	BRIEF Colston Hall	Virgin Records, Manchester
SUN 10 DEC	CARDIFF Top Rank	Students Union, Lancashire
MON 11 DEC	GLASGOW Apollo	Virgin Records
TUE 12 DEC	BURDIE Card Hall	Top Rank, Cardiff
WED 13 DEC	SHEFFIELD City Hall	Bullfinch Records
THU 14 DEC	SOUTHEND Kersall	Colston Hall
FRI 15 DEC	GUILDFORD Guild Hall	Apollo, Glasgow
SAT 16 DEC	BIRMINGHAM Town Hall	Card Hall
SUN 17 DEC	PLYMOUTH Woods Centre	Students Union, Technical College
MON 18 DEC	TORQUAY 400 Ballroom	City Hall - Wilson Hall Records
TUE 19 DEC	LONDON Ritz Theatre	Local Agents

SINGLES AVAILABLE
THE DAMNED, NEW ROSE, HELP (BUY 6)
Available from your favourite dealer
SEX PISTOLS, ANARCHY IN THE U.K. (EMI 2596)
Available from your favourite

TOUR PRESENTED BY ENDAL ASSOCIATES
IN ARRANGEMENT WITH MALCOLM MACLAREN

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Poster Sizes and Formats

- **Poster size.** Please use A sizes. **A3 Portrait** is preferable as we intend to display them in some way (Book, large collaborative print).
- **File Format.** Jpg (high Quality), PNG, PSD, AI.
- **Colour Space.** If you know how to convert from RGB to CMYK then this is preferred.

Poster Sizes and Formats

- **Resolution.**

High Resolution file: 200 to 300 dpi (Dots Per Inch). 200 to 300 ppi (Pixels Per Inch) is also fine. This is for Print purposes.

- This is approximately 3500 px by 5000 px in size.
- You can also do your poster by hand if you want and scan it or photograph it at a high resolution.
- Ask for help if you need it.

Thanks 😊