

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?



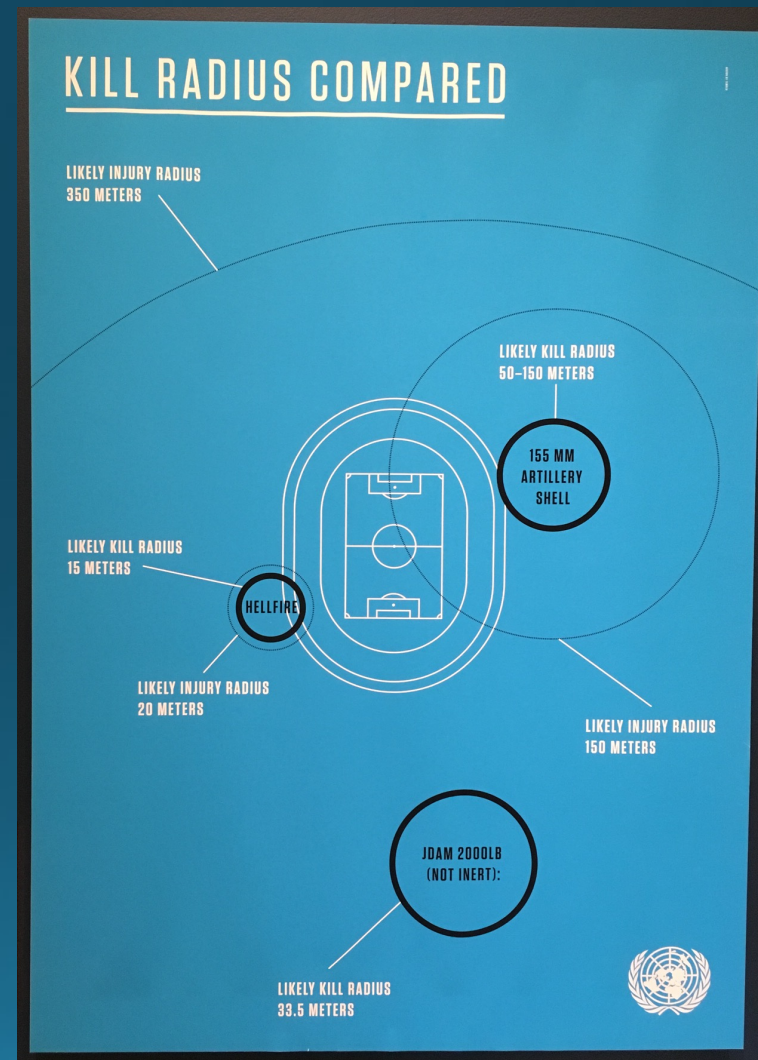
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- Is the information contained within the poster to be stand alone or is it a call to action?
- A call to action could be dates of an event, visit a website for more information or buy this thing now!



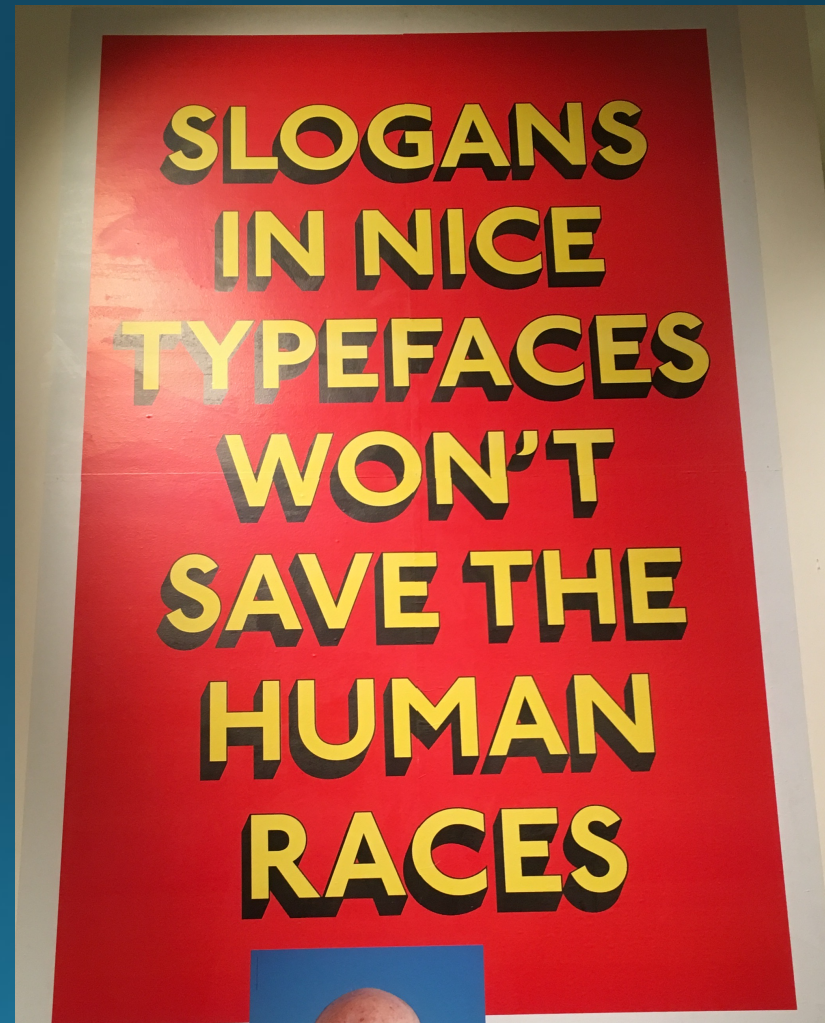
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- **From the Brief:**
“Your poster presentation should demonstrate and implement appropriate methodologies for the dissemination of your ideas.”
- What are you wanting to communicate with your poster? What is the visual essence of your essay?



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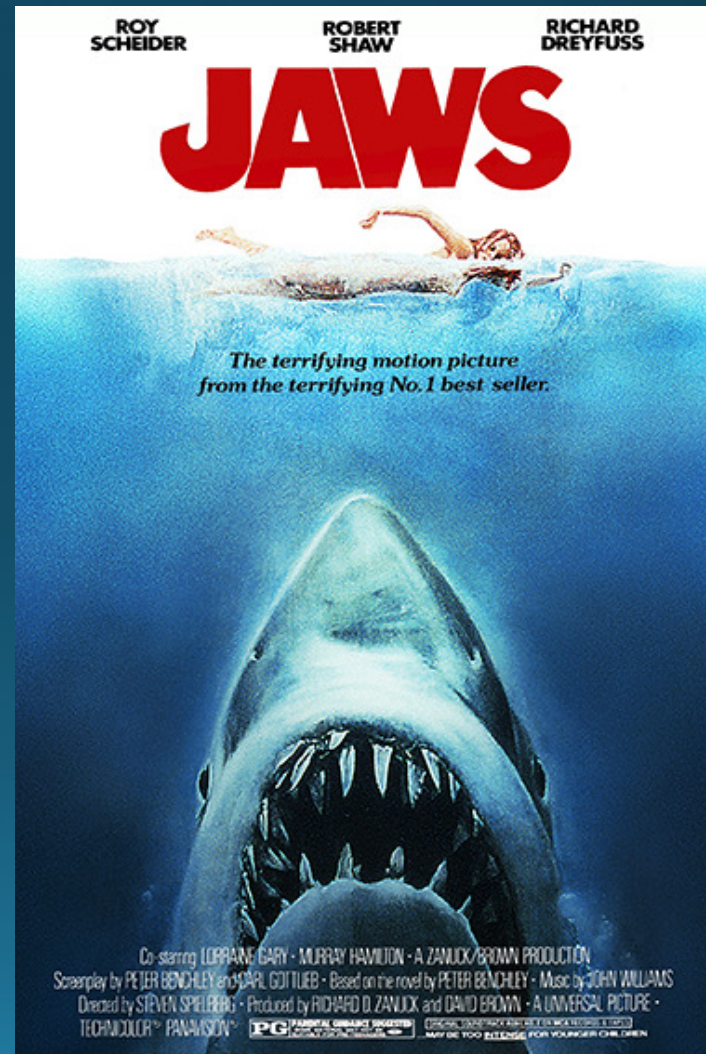
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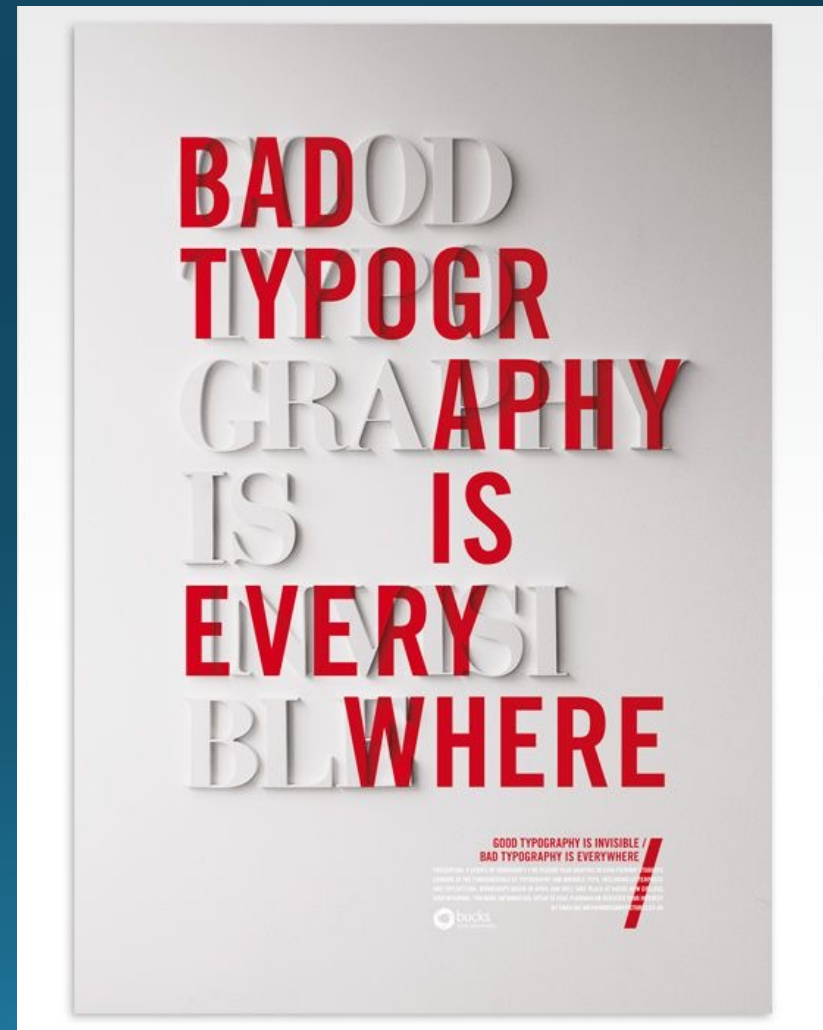
2. Create a visual hook

- 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!

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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

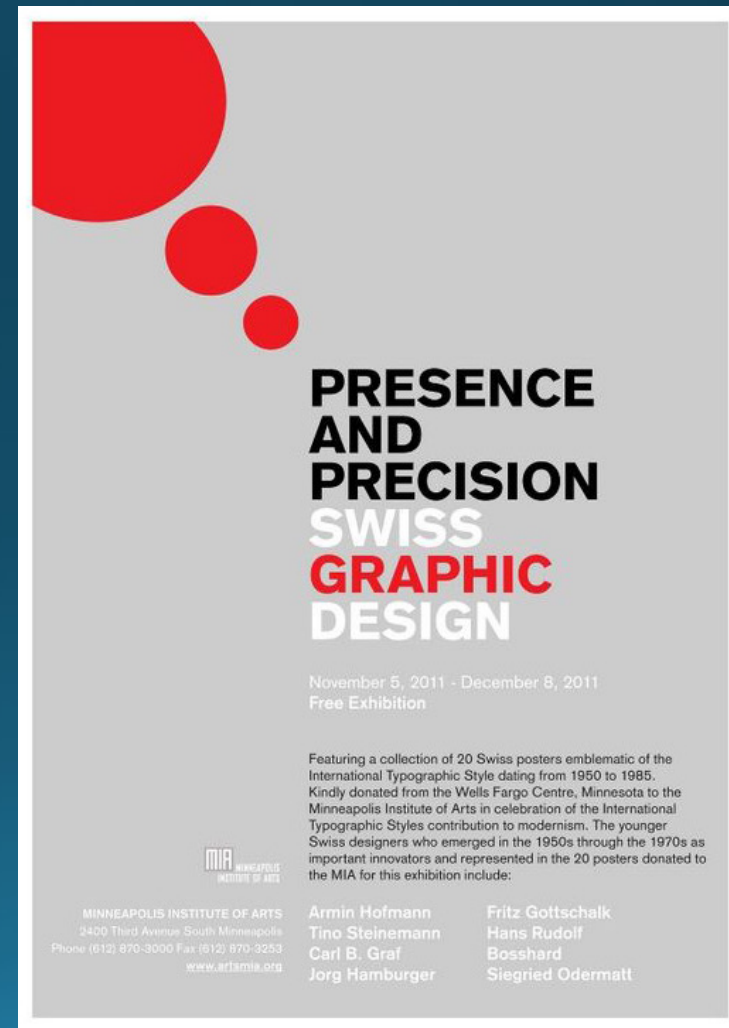
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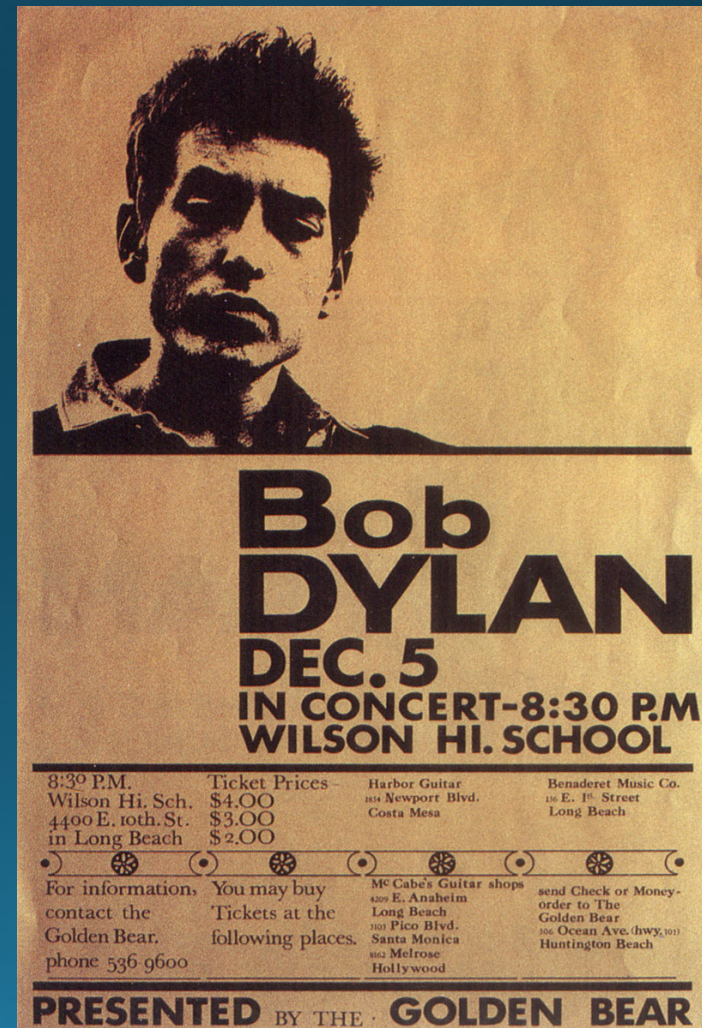
4. Hierarchy of information

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



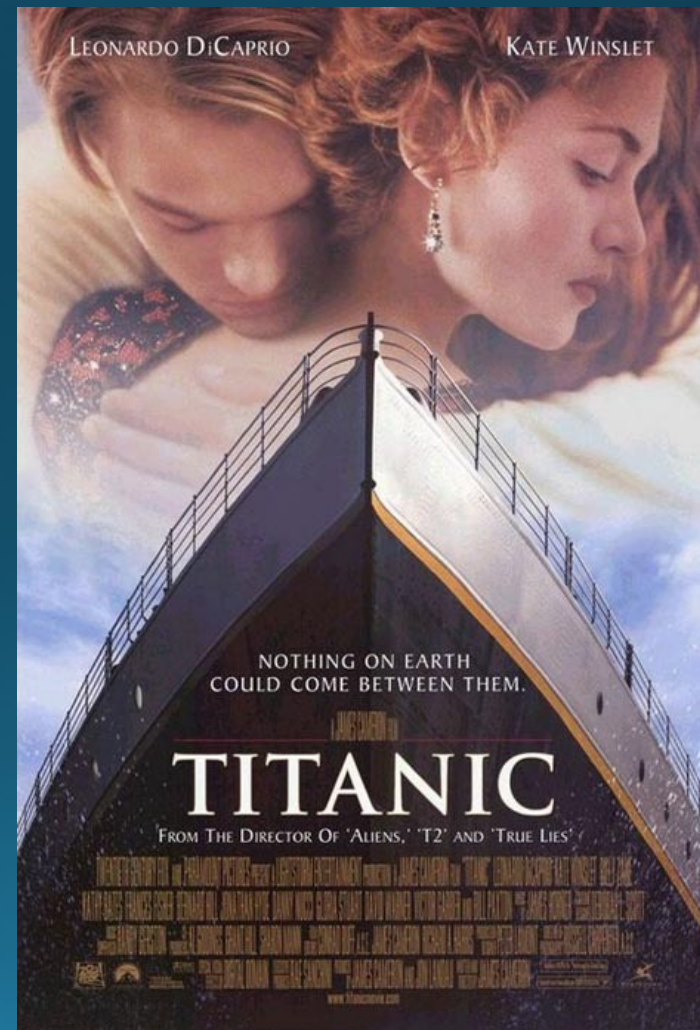
5. Spacing

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



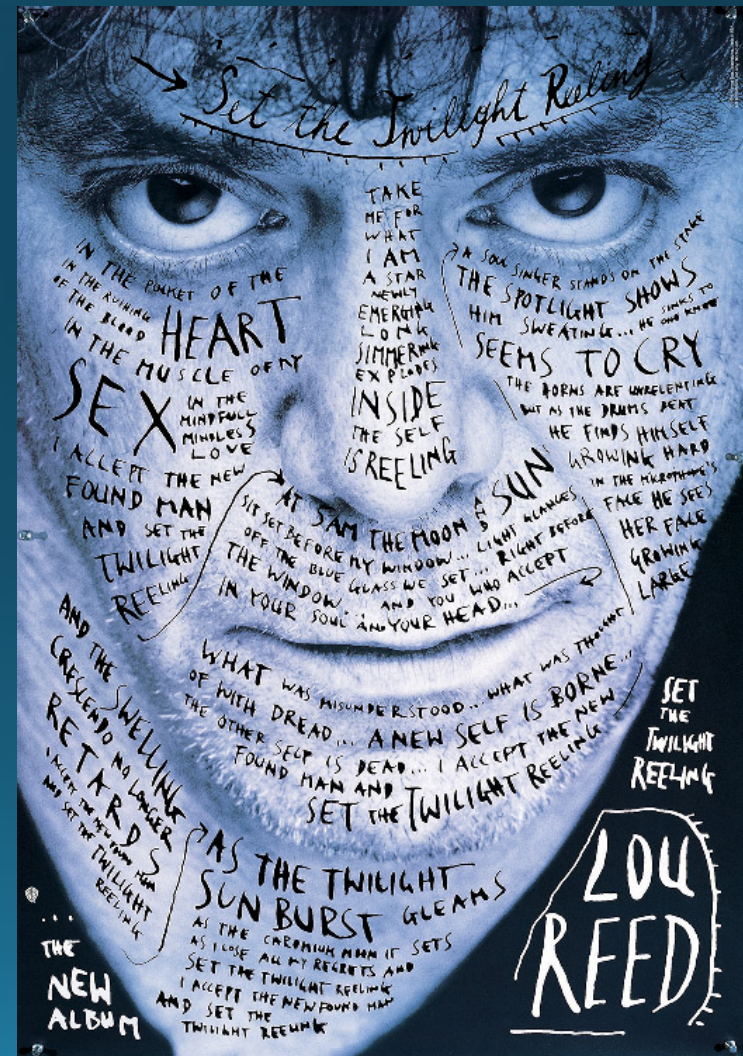
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- Allow the elements of the poster to be clearly seen.
- Adding extra spacing or sectioning will help hierarchy and aid viewing from a distance.



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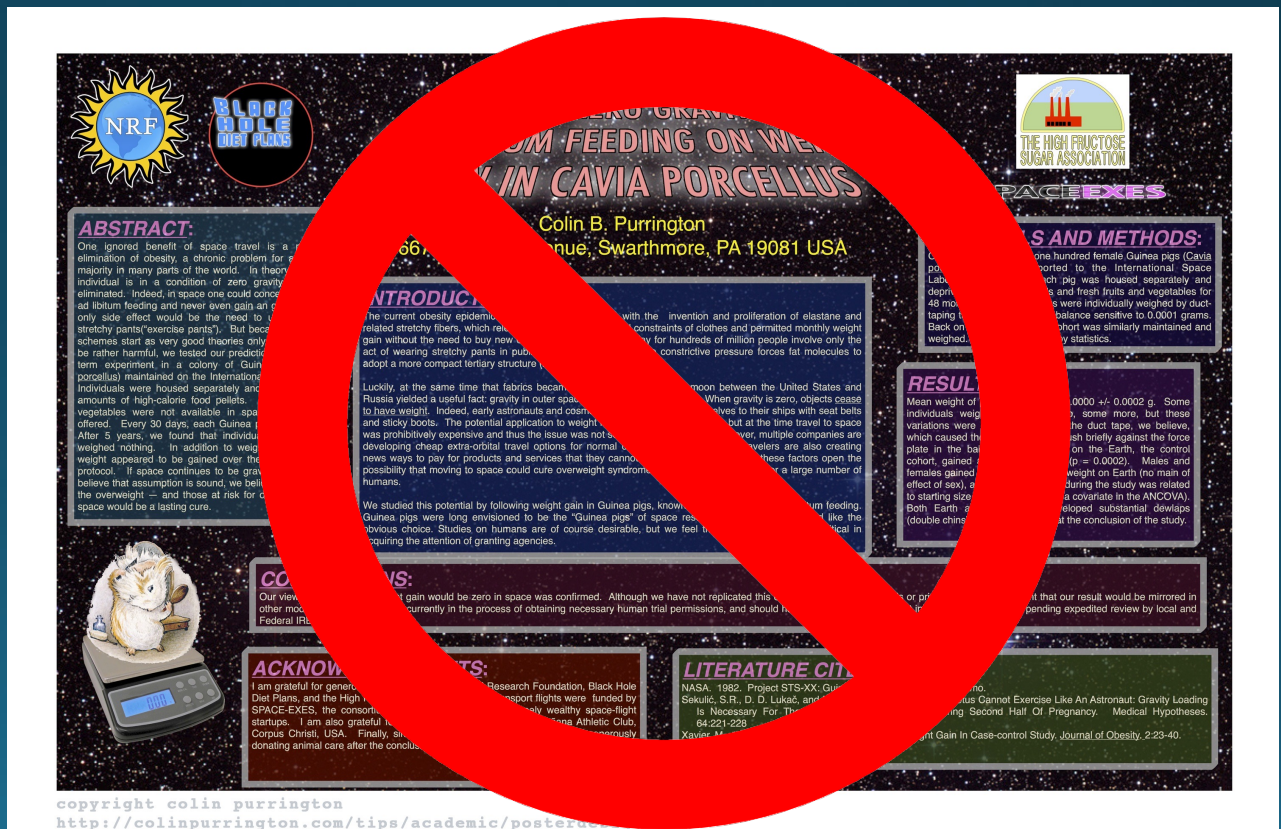
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- Add contrast with colour and possibly with negative space.
- Contrast can also be created with different design styles.



7. Don't over complicate

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



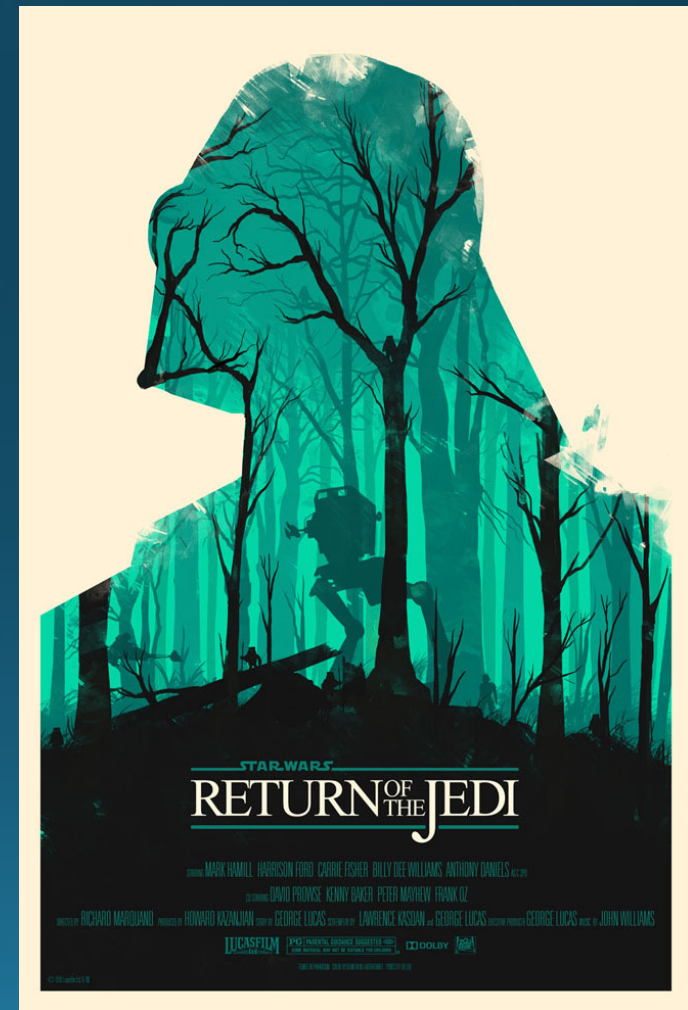
8. Use shapes

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



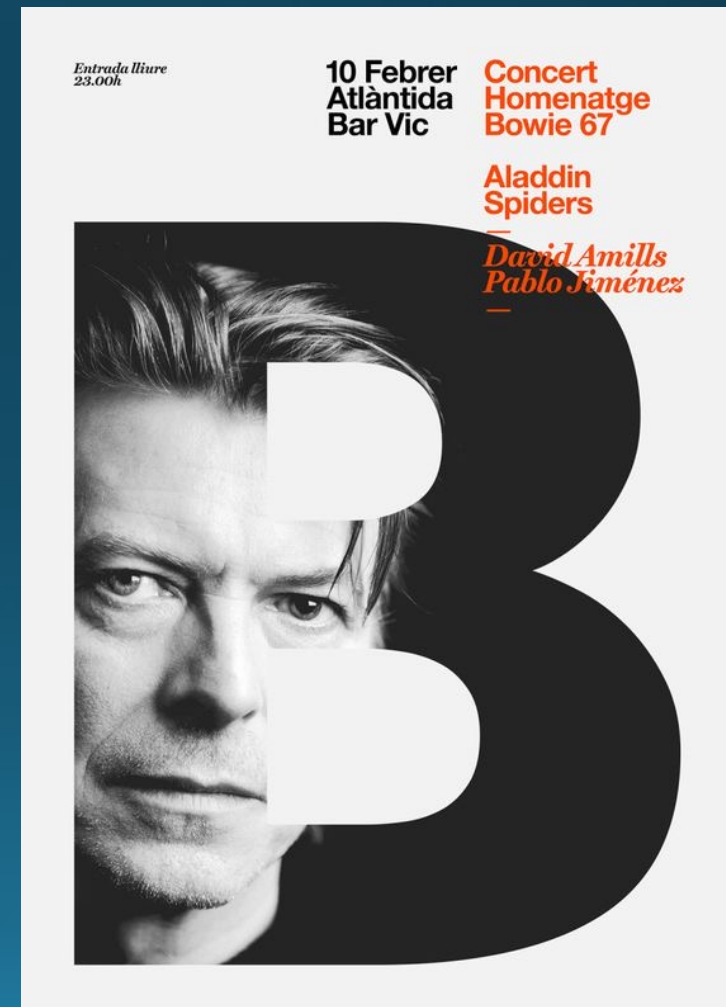
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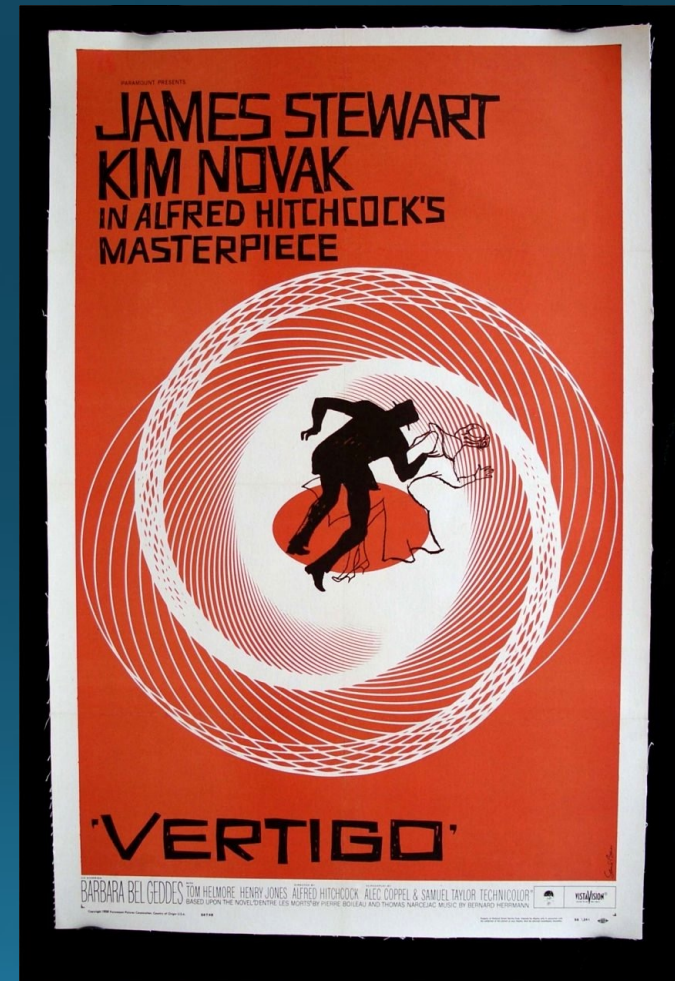
10. Have fun

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



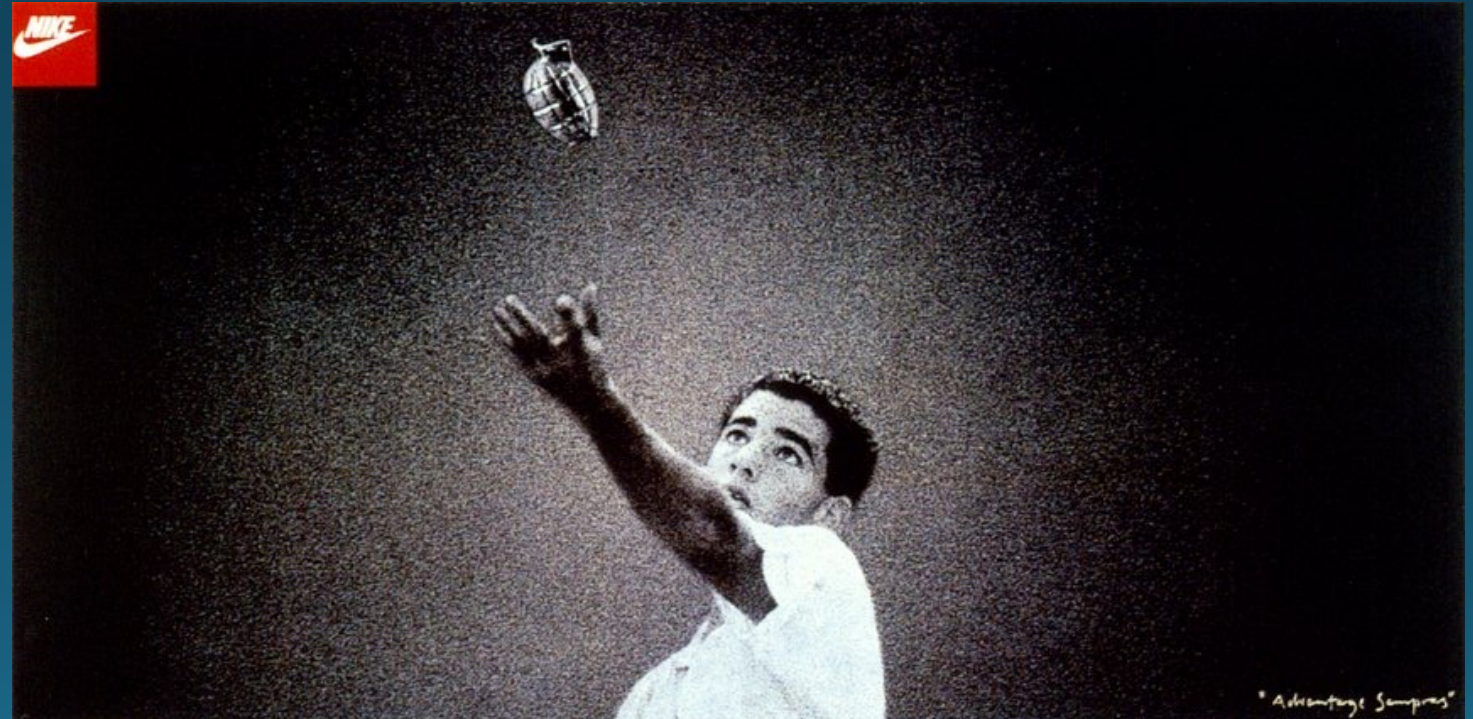
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11. AIDA

- **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

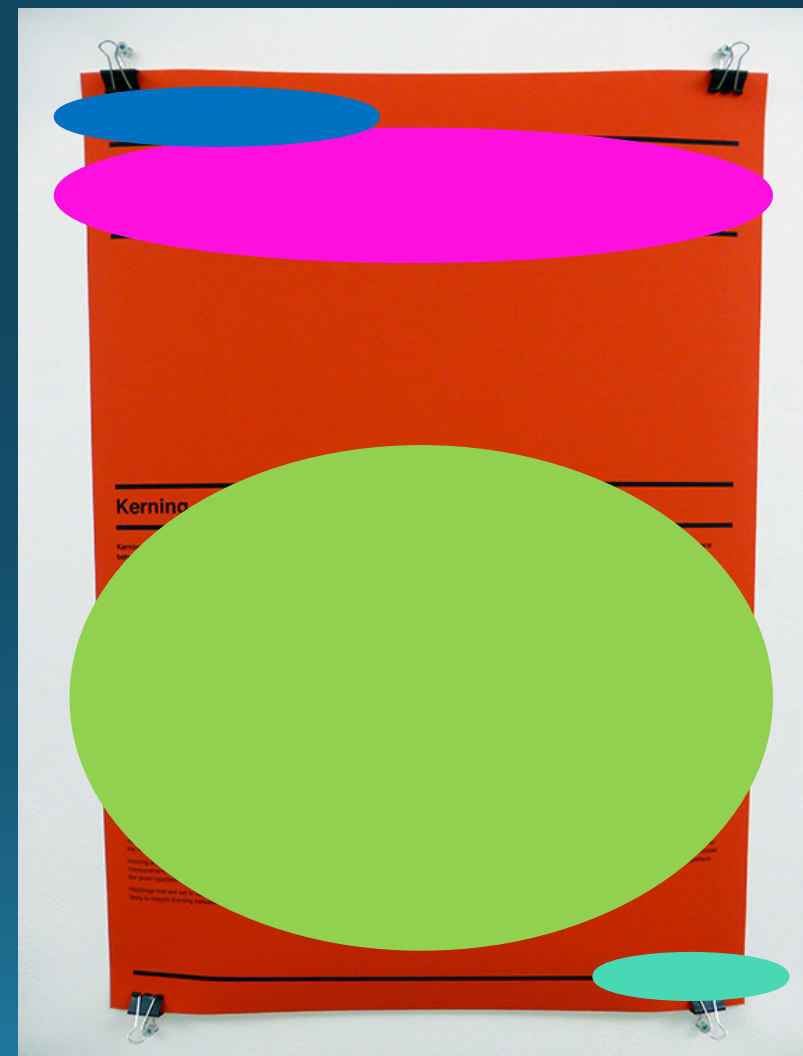
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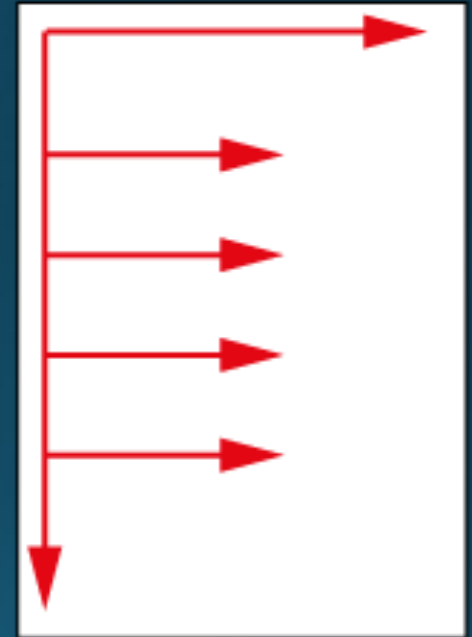
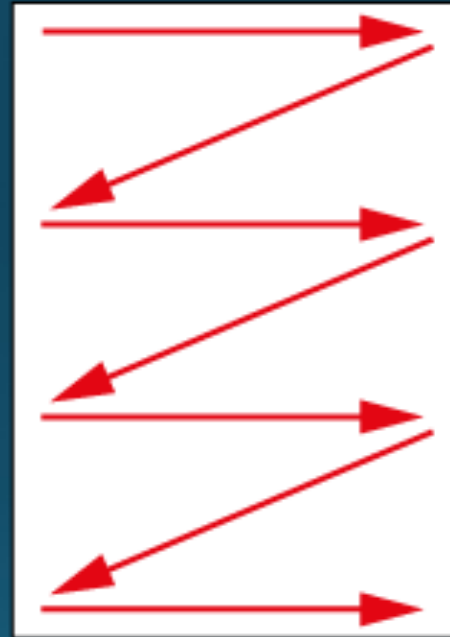
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Thanks 😊