

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

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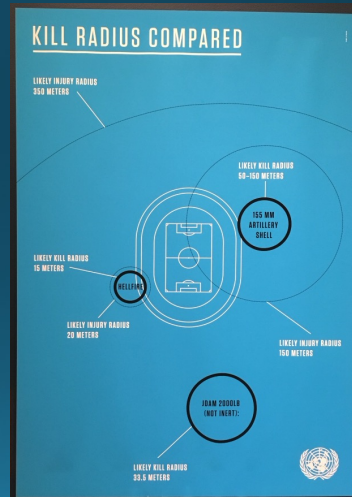
- Is the information contained within the poster to be stand alone or is it a call to action?
- A call to action could be dates of an event, visit a website for more information or buy this thing now!



2

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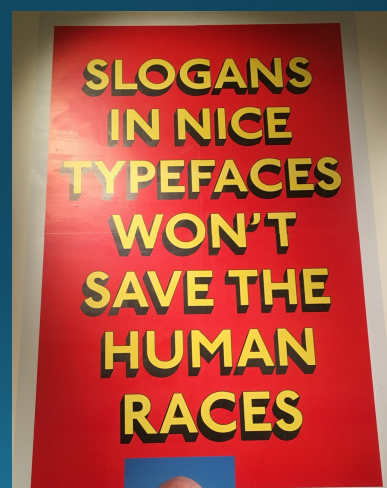
- What are you wanting to communicate with your poster?



3

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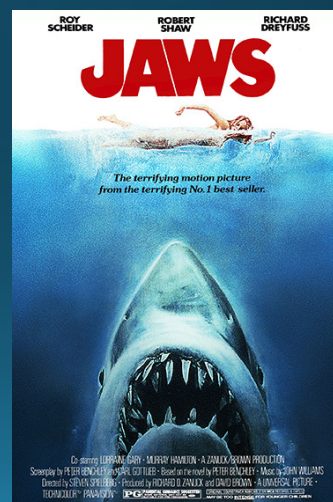
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2. Create a visual hook

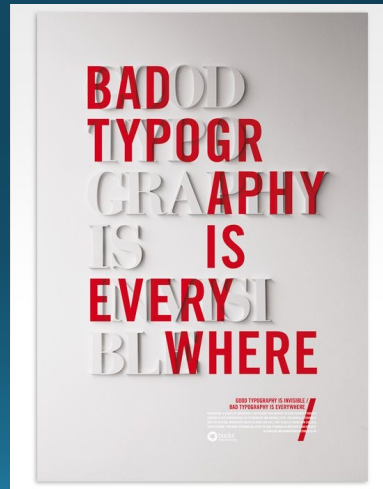
- Use a large visual to pull the view of the reader into the poster.
- It's kind of like a piece of bait in a well laid trap.



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3. Typography!

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



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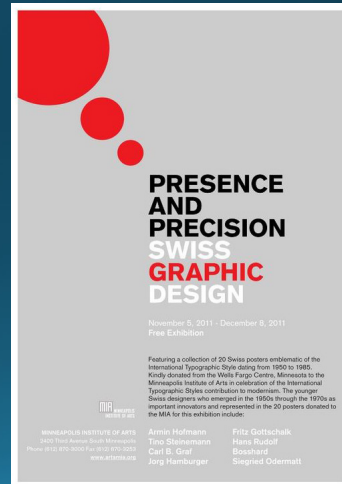
- Oversized text can be used as the visual hook in place of an image or graphic.
- Make it so the text can be read from a distance and, depending on the purpose of the poster, limit the amount of text...make it punchy!



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4. Hierarchy of information

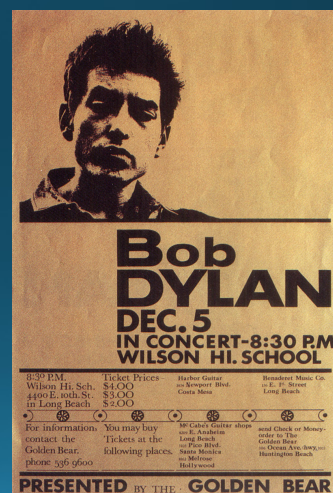
- Know what needs to be seen or read first, second and last.
- (More on this in a moment).



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5. Spacing

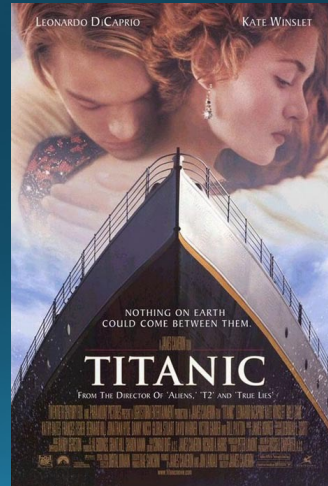
- Allow the elements of the poster to be clearly seen.



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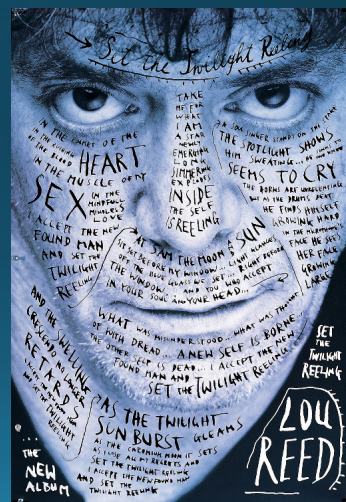
- Allow the elements of the poster to be clearly seen.
- Adding extra spacing or sectioning will help hierarchy and aid viewing from a distance.



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6. Contrast

- Add contrast with colour and possibly with negative space.



14

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15

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- Contrast can also be created with different design styles.



16

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.



17

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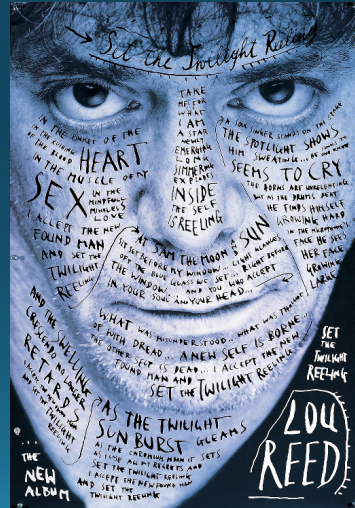
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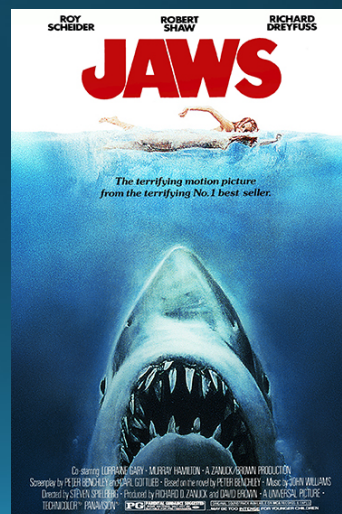
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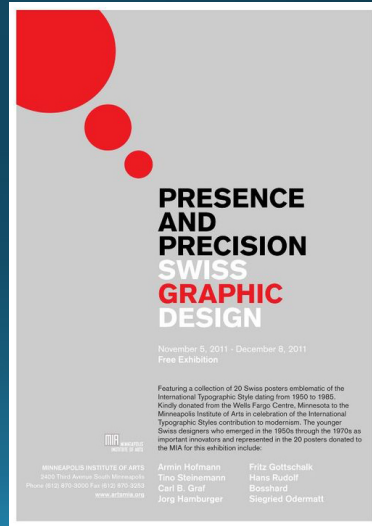
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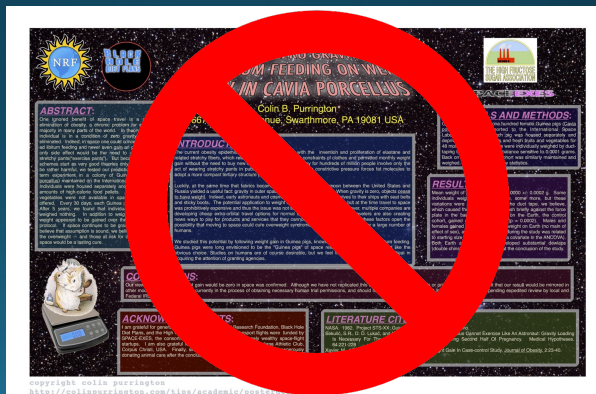
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7. Don't over complicate

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



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8. Use shapes

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



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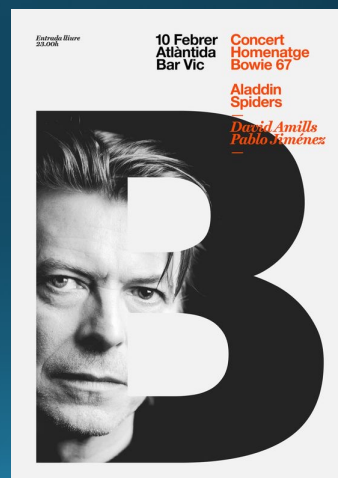
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- Most of the previously mentioned tips are related to the overall composition of your poster.



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



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10. Have fun

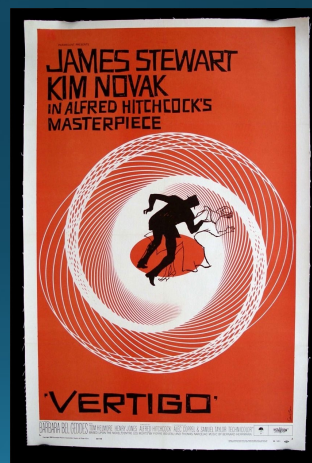
- Add humour if you can.
- Play with metaphor and simile to help the viewer to relate to the message.



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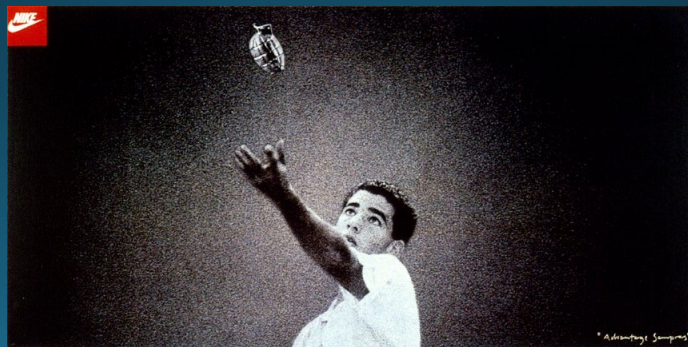
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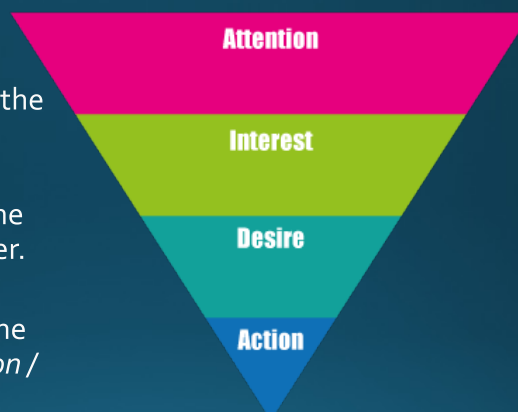
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11. AIDA

- **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 user.
Eg. Information / body copy.
- **A – Action:** Guide the user in what to do next if needed.
Eg. Location / Website.



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And you will read this last

You will read this first

And then you will read this

Then this one

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And you will read this last

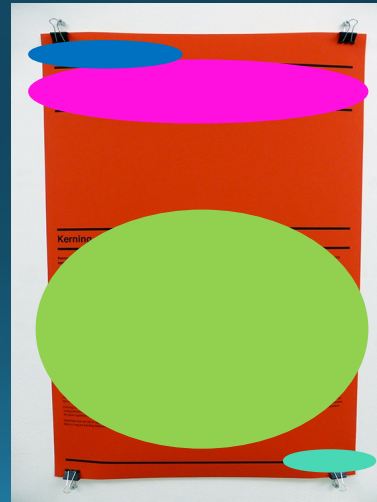
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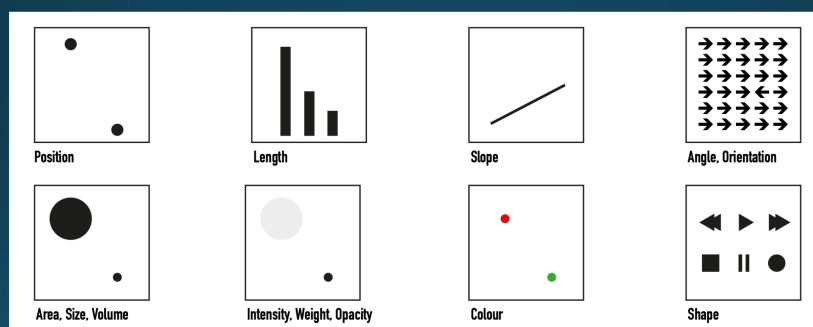
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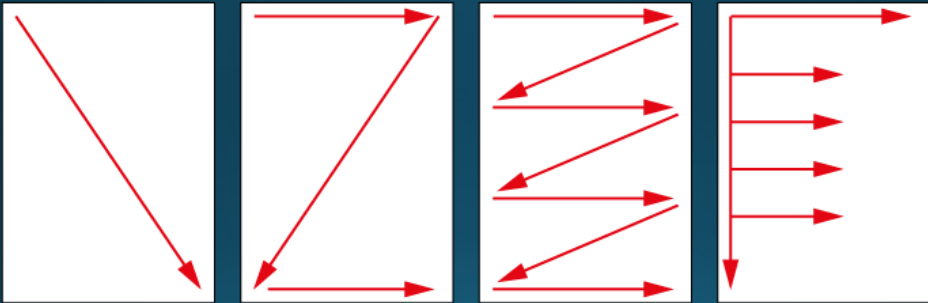
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12. Designing in Focus Points



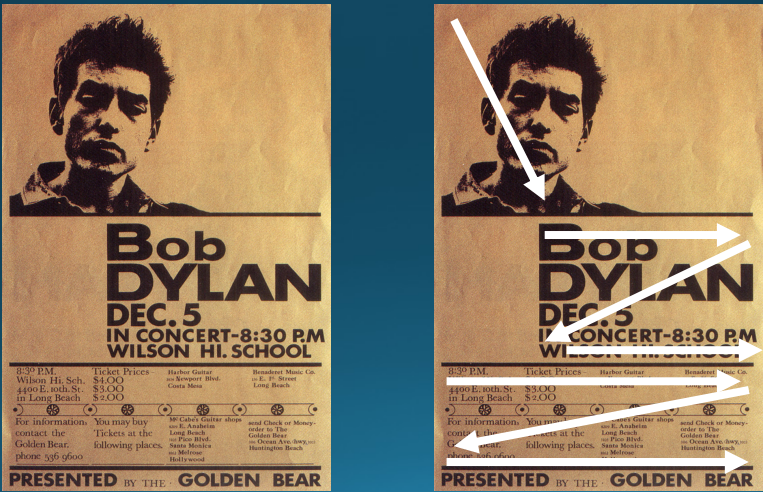
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13. Eye Flow



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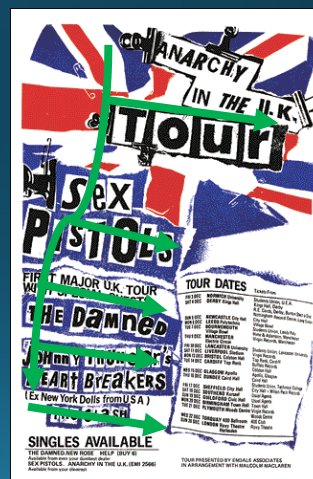
40

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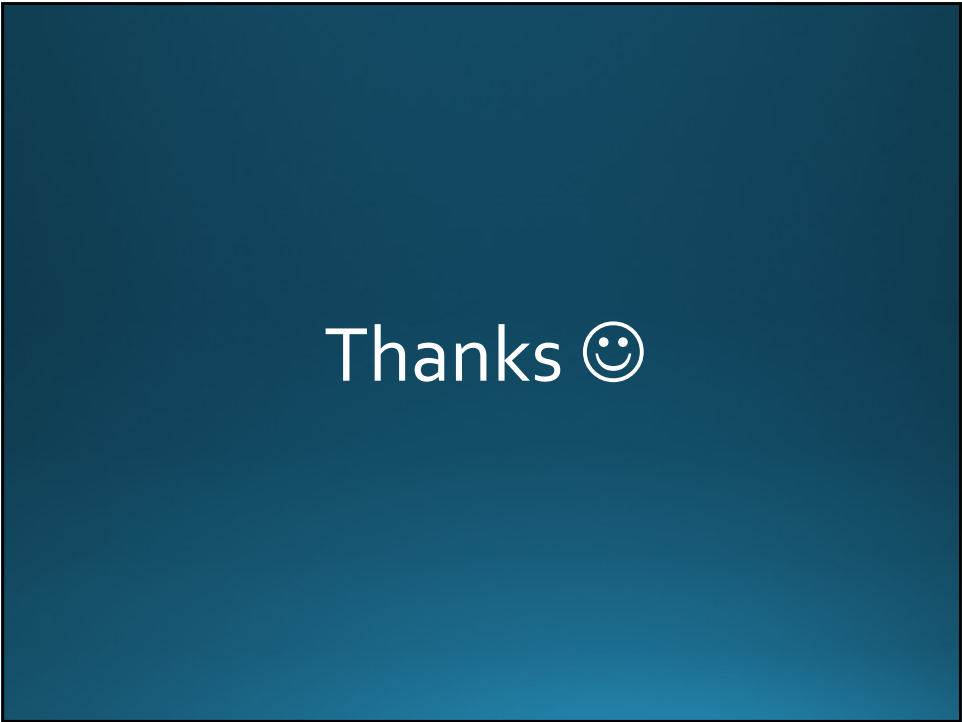


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