

Critique on poster design

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i. Introduction

A poster can be defined as a multicolour or monochrome sheet of paper that is normally designed using images and texts and placed in specific public places to convey a given message on a particular topic (McGuire, 2019). The design of a poster should enhance the attention of people. It should provoke and inform people on a given subject matter. The decision of a viewer is only influenced by them being addressed fully. A good design of a poster should encourage an appeal to the viewer's curiosity (Marius Sala, 2015, p. 60). The reaction of the viewer is dependent on the interest they perceive, their inclination, and the current social situations. In this regard, depending on the design, the poster may be interpreted differently by various viewers since they have a different social-economic backgrounds.

The main missions of a poster include attracting the attention of the viewers, creating a memorable situation, having a good design, and should be structured clearly to pass the information. In this analysis, a poster on the topic "physical activity on adults and older adults" for United Kingdom people will be discussed extensively. The discussion shall tackle various critiques on colour, texts, graphs, cognition, graphics, and any issues on the poster and how they can be corrected to pass the required message.

ii. Text

A good poster should select texts well and their positioning. The texts presented should be as short as possible so that the information presented can be quick and easy to grasp and at the same time, it has to be persuasive and memorable (Kojima & Patrick Barron, 2016). This means that the statement presented has to be concise and brief. The keywords

have to be easier for the message to be understood easily. The core statement has to be integrated into the poster. The texts by any chance, should not be placed toward the edge of the poster. The text font colour should not contrast with the paper background. Assessing the presented poster, the statements have been presented briefly as required and the overall message of the poster can be easily comprehended (Luescher, 2015). Generally, the size and font of the texts can be considered acceptable, however, some texts are too small and cannot be viewed from a distance. The text font colour is acceptable. The designer used mostly white colours which do not contrast with the background. Texts have not been placed towards the edge but are well-distributed within the entire poster. Therefore, the design and presentation of the texts can be considered generally acceptable.

iii. Colour

The background and shading colours have to be selected well so that they can easily convey the required message. Generally, for a good design, the shade colour selection has to convey the message clearly and should have a high contrast for it to be viewed from a distance and attract the attention of the viewer. In design, strong colours can be considered to be attention catchers (Fichner-Rathus, 2015). The background of the paper is preferred to be light and should not contain cloudy colours. When using darker colours, it is important to play with the contrast to ensure that the texts are legible. When analyzing this poster, the shade colour on the benefits of physical activity, to this opinion of the research, could be made green. The green colour indicates that something is okay. This could have given out the communication. Regarding the contrast, the poster has been well presented especially for the green colour in it. the background of this poster is white, which is not a bad colour. It makes other details clear and easily legible. It also doesn't clash with the shade colour since it can go with any colour.

iv. Graphs

Graphs have to be included in the poster to reduce the number of texts and give concise communication (Kitamura et al., 2016). Various types of graphs can be adopted such as bar graphs, and pie charts among others. In this poster, some figures have been provided especially in reducing the chances of various illnesses. However, it could be better if this information could be presented on bar charts or pie charts for easy visualization. The graphs could have reduced the overcrowding of texts within the poster. The information provided could be easily visualized as compared to texts which only results in overcrowding.

v. Graphics

Images are good, especially in supporting a given message. The images selected have to have a direct message communication in the poster to what is being referred to. However, a limited number of images should be used within the poster. Using many images may end up confusing the viewers. In addition, the font of the images should be legible enough. The layout and arrangement of these images need to be appealing. This poster has used various types of images to enhance understanding (Özlem Özcan & Özer, 2016). For instance, different types of exercises can be done which have been presented in pictorial form. For instance, cycling and diving are some of the key methods that have been presented using images. The images are not overcrowded and hence, considered to be well-designed.

vi. Summary of the key issues found on the poster

Generally, the poster has been well designed. However, from the analysis, some issues have been found and if rectified, will make it simple and concise to convey the

required message. The first issue is the font of some texts, which is too low and cannot be easily read from a distance (Black, 2017). Secondly, the shading colour on the benefits could be made green to bring out the meaning visually. The third issue is the use of numbers instead of using graphs (Kitamura et al., 2016).

vii. Improving the infographics

For the poster to be improved, the font of some texts has to be increased for it to be visible from a distance (Luescher, 2015). Small fonts make it difficult for viewers to read. The shading colour has to be well selected to fit the meaning and the message it is communicating. Always, shouting colours have to be used to enhance attention (Fichner-Rathus, 2015). Graphs have to be used to reduce the literature inside the poster. The percentages can be well presented using graphs.

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