



Poster Design Guidelines

Purpose:

As the goal of every poster is exposure, it must grab attention from afar.

Techniques:

1. Decide on the size of your poster.
 - Key information should be easy to read from a distance and should draw people to the poster to read the details.
2. Start with an interesting background image or colour.
 - Use different sizing and font for primary and secondary texts.
 - Secondary text must be small and kept out of the way.
 - Use contrasts in colour, patterns and type to grab attention.
3. Headline
 - This is the main text element in the design.
 - Use a large and bold font for yours title.
 - Add enhancements to attract attention.
4. Details
 - This depends on the purpose of the poster.
 - A social event should include the date, location and time of the event.
 - To attract people to an event, include the purpose of the event.
 - Price of tickets must be included for paid events.
 - To raise awareness of an issue, be deliberate in choice of visuals and diction.
5. Marketing
 - Include a simple call to action to encourage people to attend or be involved.
 - Know your target audience.
 - Describe your event.



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Tips:

1. You could include
 - a visual that relates directly to your issue/event.
 - an illustration of your vision for the event, if applicable.
 - text in small print expanding on the event/issue.
 2. Use plenty of space
 - between individual letters.
 - between lines of text.
 - between elements of different images and text.
 3. Create Focus with Typography
 - What do you want people to see first?
 - Be creative with font and colour.
 - Experiment with bolder, wider, bigger typefaces.
 - Use type that conveys an appropriate mood for the event.
- Adapted from: <https://designshack.net/articles/inspiration/10-tips-for-perfect-poster-design/>
<https://venngage.com/blog/poster-design/#How-to-design-an-event-poster>