Poster Design Guidelines

Purpose:

As the goal of every poster is to expose people to an event, 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 text.
   - 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 your event title.
   - Add enhancements to attract attention.

4. Details
   - Add the date, location and time of the event.
   - Include the purpose of the event.
   - Include dress code and price.
   - Include contact details for further information.

5. Marketing
   - Include a simple call to action to encourage people to attend.
   - Make it conversational and personal.
   - Describe your event.

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Tips:

1. You could include
   - a photo of a past event.
   - an illustration of your vision for the event.
   - text in small print expanding on the event.

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