

WHAT MAKES A GREAT POSTER

Have Consistent Lettering

Select a lettering style that is easy to read (must be able to read at least 10 feet away). Don't use more than three different styles or it will look cluttered.

Pay Attention to Detail

Check and double check spelling. Erase any pencil lines you've used as guides. Keep your poster clean and neat.

Grabs Your Attention.

Visuals should be interesting, colorful, and creative. Their appearance should draw you to read them.

Include Essential Information

Keep basic information direct and to the point. A reader should be able to get all the information as they walk past.

Have a Third Dimension

Gimmicks are the most effective way to attract the reader. Try to create the illusion of the poster jumping towards you.

Have a Border

A border will "lift" your visual off a drab wall. Creative borders can create the illusion of movement. Borders can be actual lines or open margins.

Sketch out your idea

You can watch an online video of how to create a great poster or just use your imagination!