



DESIGN A SUCCESSFUL POSTER



Balance: FORMAL OR INFORMAL

Emphasis: CHOOSE ONLY ONE MESSAGE TO EMPHASIZE

- * Word or Words
 - * Illustration
- >
- You may use both,
but have one be
more important

Unity: USE SOMETHING TO UNIFY THE WORDS TO THE PICTURE

- * Use a background shape
- * Dark outline
- * A color
- * A type style

Movement: EYES MUST MOVE FROM WORDS TO PICTURE TO WORDS
(Viewers should not be forced to stand & figure out your message)

Appeal: USE COLORS, LETTER STYLES, OR ILLUSTRATIONS THAT SHOW MEANING OF THE POSTER OR ITS “MOOD”

Space: OPEN SPACE AROUND ALL WORDS

- * Key words not crowded
- * Strong contrast in groups of letters to space areas
- * Open space as a border around edges

Lettering: SIMPLE & EASY TO READ
Can be expressive to mood of poster
Neatly made

Colors: LIMIT THE NUMBER OF COLORS
* Color can create a mood
(Black for somber mood; red, orange, yellow for bright & cheery; blue for calming)

Craft: IS ALL IMPORTANT
* Straight lines – use a ruler!
* Glued down neatly
* No eraser marks or finger prints
* No wrinkles or tears

These are Art elements taken into account for judging posters, as well as art work. These and others are used by artists at all times in creating art work in painting, drawing, sculpture, jewelry, etc.