Important things to know about posters 6R

Name_____ **#____**

Posters are seen by the target audience for only a few seconds – usually as the drive or walk past. It is important that they are as large and as bold as possible so that they attract attention and can be read easily. Here are some useful tips for producing good posters:

- Make the posters as large as possible
- Keep the writing as big as possible so that people can read it easily from about 1 metre away
- Use one main point or theme
- Use as few words as possible - avoid using full sentences. For example "Unite against Child Abuse" instead of "Let us unite in the fight against Child Abuse"
- Use colour if – it makes your poster stand out and attracts more attention
- Do not put too many words and images on your poster – it may be beautiful, but if the design is too busy the most important information may not get through to the audience