

POSTER DESIGN TIPS

- 1. MAKE SURE THE IMPORTANT INFORMATION STANDS OUT**
- 2. AVOID COMPLICATED BACKGROUNDS BEHIND IMPORTANT TEXT**
- 3. CATER FOR YOUR AUDIENCE - NOT YOURSELF**
- 4. FRAME IMPORTANT INFO WITH BORDERS, SHAPES OR COLOUR BLOCKS**
- 5. VARY FONT SIZES TO MAKE IMPORTANT INFO STAND OUT**
- 6. THE DESIGN SHOULD HELP CLARIFY AND SUPPORT THE CONTENT, NOT DETRACT FROM IT**
- 7. DON'T BE AFRAID TO LEAVE BLANK SPACES**
- 8. TRY NOT TO USE TOO MANY DIFFERENT FONT TYPES**
- 9. GET YOUR AUDIENCE TO GIVE YOU FEEDBACK**
- 10. CHOOSE COLOURS CAREFULLY AND THINK ABOUT THE FEELINGS THAT COLOURS EVOKE**