

# Posters With Punch

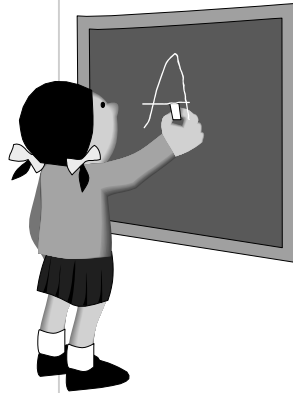
## 1. Sketch It First

- Try your idea in a rough drawing to see how all the parts fit together.
- People look at visuals in the following order: center first, top to bottom, left to right. Put your title at the center top.
- Add numbers or bullets to guide the viewer from one point to the next.
- Posters highlight—they don't tell every detail.



## 2. Make Letters BIG!

- You can make your own letters—use guidelines, make them the same size and use a thick line. Trace stencils if you wish. Position the letters close together to form words. Leave spaces between words.
- Titles should be 1 1/2 to 3 inches high.
- Double space or 1 1/2 space lines of text.
- Block fonts like Arial or Helvetica are easy to read.

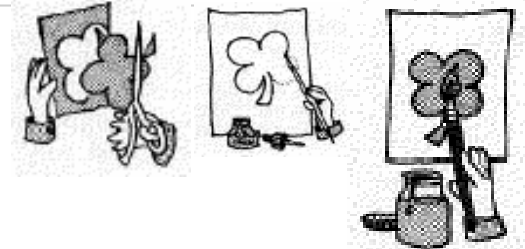


## 3. Make It Colorful

- Color is very important.
- Choose colors for their impact.
- Strong and bold colors call attention.
- Too many bold colors are confusing.
- Use your imagination, then test your color choices before starting your poster.

## 4. Make Shapes

- Line drawings are hard to see, instead make filled in shapes. Use a technique below:
- Cut shapes out of paper
  - Outline with heavy marker
  - Paint them solid
  - Use a few well focused pictures



## 5. Stand Back 10 Feet

- Can the poster be read?
- Is the poster readable, neat, organized and brief?
- What changes do you need to make?