Designing an effective poster

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Audience and Impact

Content

- Title
- Date
- Venue
- Time
- Booking required?
- Cost
- Image
- Website

Content

- Remove ALL unnecessary words:

The concert will be held on Saturday 23rd February 2013 in Taverham Village Hall, Sandy Lane, Taverham, NR9 5ES
- Concert
- Saturday 23 February
- Taverham Village Hall

Text

- Title text readable 6 metres away (point size 48)
- Standard text readable 2 metres away (point size 24)
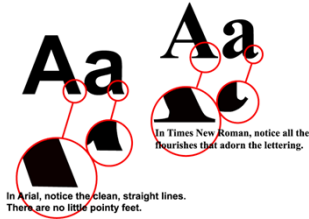
- Use bullet points if necessary

Fonts

- Use a limited number
- Is it legible from a distance?
- Ensure white space surrounds text
- Don't use block capitals

COMMUNITY MX

Community MX

Fonts – Serif vs. Sans-serif

- Sans-serif   e.g. Arial
- Serif   e.g. Times New Roman

In Times New Roman, notice all the flourishes that adorn the lettering.

In Arial, notice the clean, straight lines. There are no little pointy feet.

Fonts

Transport

Fonts

Clear	Outdated?
Arial	Times New Roman
Gill Sans	Courier
Calibri	Comic Sans
Century Gothic	Papyrus

Fonts – visual association

Lords, Ladies and Gentlemen

WELCOME TO THE CIRCUS!

REST IN PEACE 1863

The Knights of Camelot

Trying to look handwritten
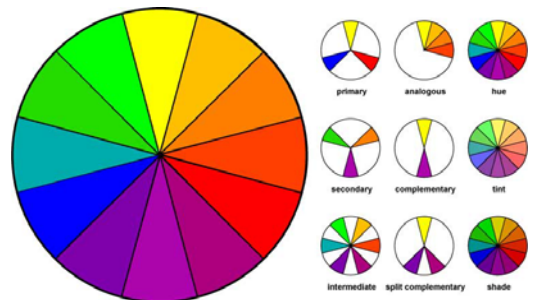
Youth Service tonight

Images: stock images

Use stock images for quality
- istockphoto.com
- lightstock.com
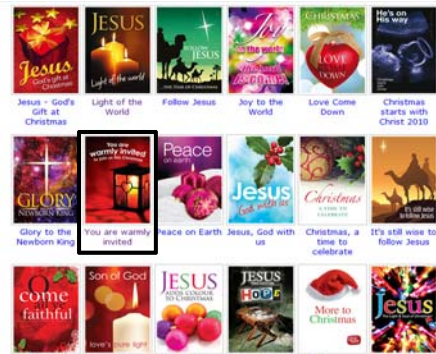- sxc.hu
- shutterstock.com

- Don't use images from Google

Colour

- colorschemedesigner.com

Programs to use

- Word
- Publisher
- PowerPoint
- InDesign (professional)

£1.90 for A4

£19.25 for 50

£38 as a paper poster
£150 in vinyl + stand

£12.50 for 50

Printing

- Laser quality is better than inkjet
- Diocesan House
- Professionally
  - Colour Print, Norwich
    01603 488001, www.col-print.co.uk
  - Sudbury Print Group
    01787 373421, www.sudburyprintgroup.co.uk

And finally…

- Print it and read yourself
- Get someone to proof read it

Save as a:
- PDF document
- JPG image