

# POSTER MAKING TIPS

Effective posters are important communication tools in most educational endeavors, including many phases of leadership training. The following tips are respectfully offered in hopes of assisting you in the production of posters which communicate, convince, inform, attract and impress the audiences for whom you design them. Many detailed sign-making and lettering manuals are available, but these general suggestions may help improve the quality of your group's posters.

Your particular answers to the following general questions will assist you in planning, defining the primary focus and in designing the layout of your posters.

- What do we really want our posters to do?  
*Inform? Convince? Attract? Sell? Startle?*
- What, or who, is our intended target audience?  
*Students? Faculty? General public? Parade crowd?*
- How many posters will we need?
- Where will these be posted?  
*Classrooms? School hallways? Local store windows? Downtown?*  
*Posting locations help determine what sizes your posters should be.*
- How soon are the posters needed?  
*Time is needed for designing, producing and distributing posters.*
- What poster materials are available to us?  
*School have them? Must purchase? Need weatherproof materials?*
- Who will be responsible for designing and producing our posters?  
*What talent is available? Are they willing, and have the time?*

Once you have solid answers to each of the above, the rest of your decisions should fall right into place. You're ready to go to work!

*Most posters have at least the following purposes:*

- 1 to inform
- 2 to attract attention
- 3 to highlight certain key features
- 4 to be inviting and easily read
- 5 to please the eye with color, form and content

You will have your own unique poster purposes of course, but you will no doubt want to at least consider those listed above. Whatever you produce, you will want it to get your readers thinking and to stir them to some type of active physical response or commitment.

Plan the layout, arrangement or design of your poster before starting your lettering and drawings. Make one or more small layout "roughs" before beginning your actual poster so you have a good idea of how the finished product will look. Don't have to be fancy, just quick little sketches. These will also help you to select appropriate color combinations.