

# Poster Pointers



Examples of how to make conservation messages and designs more readable & attractive

## WHAT MAKES A GOOD POSTER?

Include some of these poster assets:

- ◆ Plan ahead!
- ◆ A brief, catchy message; one theme that can be read in 10 seconds
- ◆ A slogan telling the viewers to do something and making them want to do it
- ◆ Colors & white space to get & hold attention
- ◆ Letters large enough to be easily read & words separated enough to make them quickly understood
- ◆ Illustrations & white space add emphasis & attract attention

## TIPS TO REMEMBER:



Small lettering is hard to read at a distance. Consider the following lettering heights for readability from 10 ft

Easiest to read	1"
Easy to read	3/4"
Fairly easy to read	1/2"
Hard to read	1/4"

## AVOID THESE POSTER FAULTS

- ◆ More than one theme
- ◆ Sloppy posters
- ◆ Too "busy" — too many words and/or pictures or words are too scattered
- ◆ Irrelevant message

## BOLDNESS

makes a difference!



*Pencil them in lightly at the beginning & erase when finished*

REMEMBER SPACING! REMEMBER SPACING REMEMBER SPACING