

## **Design of the PowerPoint slides according to the criteria of a poster design**

*by using the Source: <https://mediencommunity.de/book/export/html/25626> (20.04.2022)*

### **Definition:**

A poster is a single or multi-coloured surface, usually designed with text and images, with the function of conveying a message.

### **Aim and function of a poster:**

A poster should

- communicate
- inform,
- convince,
- provoke debate,
- arouse curiosity,
- appeal to the emotional side of the viewer.

### **The task of a poster:**

- attract attention (visual eye-catcher through shape and colour)
- be memorable (original motifs and texts)
- be interestingly designed (original combination of type, image and colour)
- have a clearly structured message or statement

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### **Text selection and positioning:**

Information must

- be easy and quick to grasp
- be memorable
- be convincing
- be formulated briefly and concisely (core statements and key words). Integrate the core message on the poster into the overall layout. Do not position the text at the edge of the poster sheet. Font and colour should be chosen so that they contrast strongly with the background.

### **Choice of colours:**

- Choose colours that are in harmony with the message. Use colours with a high contrast value. (long-distance effect; attention) Strong colours are often eye-catching in a poster.



**Visuals:**

- Images should support messages visually. They must be directly related to the core message of the poster. The chosen visuals should not overload the poster and confuse the viewer. The readability of the text must not be impaired by the dominant effect of the integrated images.

**Possible check questions for poster analysis:**

- ✓ How clearly does the message relate to a target group?
- ✓ Is the design implementation convincing in relation to the communication goal and the target group?
- ✓ How high is the degree of credibility/identification possibilities of the poster's message for the viewer?
- ✓ How high is the attention value of the poster?
- ✓ Is the design clear and comprehensible?
- ✓ Is the poster designed in an original way?





**Evaluation criteria of posters:**

Before the design intention of the poster can be realised, the exact requirements for a poster design must be defined in advance.

- Information content
- Font/text/text positioning
- Relationship between visuals and text
- Choice of colours
- Format/space allocation
- Originality/design idea
- Overall artistic impression

**Characteristics of poster design:**

The perception of posters (especially of advertising posters for products and services) by the recipient takes place in successive stages, which are summarised in the so-called AIDA formula:

-  **A**ttention: a poster arouses the first attention
-  **I**nterest: the recipient's interest in taking a closer look at the poster is aroused.
-  **D**esire: the desire to purchase the "advertised" product or service is - ideally - aroused.
-  **A**ction: ideally, the purchase (action) of the product or service - e.g. the purchase of a concert ticket.



**Characteristics of an appropriate poster design:**

- format/size in principle, a large format is more likely to attract attention. But: a smaller, very bright and colourful poster is more likely to be noticed than a large poster designed in dark colours.
- colour of the background Use light, not very dull colours. If dark colours are used, follow point 3 and the rules below.
- contrasts Strong contrasts (e.g. light-dark or complementary contrasts) stand out. However, "overloading" of contrasts should be avoided.
- size and conspicuousness (originality) of the motif Choose an "appealing" motif in a size appropriate to the format. Originality and recognition value should be aimed for.
- title/slogan Promotional "appealing" slogan, e.g. as a statement, question or "antithesis".
- typeface type and size Choose a typeface that is easy to read and appropriate to the character of the poster. Follow the rules below.
- distance effect/readability Points 1 to 6 have a great effect on the perception of the poster. The context of use (whether large-format city advertising or small posters usually hanging in buildings, e.g. for a literary reading) must be considered.
- content/information on the product, dates, locations, etc. is legible and placed in "exposed" places on the poster.

