How to create a poster for an Encounter Day?

What is a poster?

A poster is a simple way of presentation. It gives you the possibility to convey your message clearly and catch your audiences interest at once and as a whole. It is designed with text and images.

What is a poster for?

A poster should

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

How do you create or design a poster?

1. attract attention: Use visual eye-catcher through shape and colour.
2. be memorable: Use creative motifs and texts.
3. be easy and quick to grasp: Avoid too much text.

1

Check the *text*:

- ✓ Information must have a clearly structured message or statement: Formulate briefly and concisely. Use 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.
- ✓ Use a size large enough to be read from a distance.

Check the *colours*:

- ✓ Use colours with a high contrast value. Strong colours are often eye-catching in a poster. Use light, not very dull colours for the background.
- ✓ Remind that your poster should attract attention also from long distance.

Check the *pictures*:

- ✓ 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 text must still be readable inspite of the integrated images.

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