

LET'S MAKE IT HAPPEN!

Previously we have went through some theoretical frames to help you out in purifying your idea. However, the power of posters in generating awareness on an issue and encouraging the change that you defined in your plan, depends a lot on the poster design. It is simple: if you want people to think about the problem you think is important, you have to make it stand out, visible and bright!

BUT HOW TO DESIGN THE IDEA OR, SIMPLY PUT, HOW TO PUT THE IDEA ON THE PAPER/SCREEN?

Regardless of the means you will use to make your poster (e.g. camera, computer or brush), same as the planning part, thinking *design* requires some steps to be overtaken. Or better said, here are some **tips&tricks** to keep in mind when designing your poster

THE COLOR OF THE POSTER

People do not have the time these days to pay close attention to posters around them unless its design compels them to do so. Contrast makes them notice the things instantly as there is a big difference between the two elements.

Tips:

- Rather than using a monotone color palette, you should prefer colors that appear distinctly different. For instance, you can use dark and light colors. Pure black and pure white offer the ultimate contrast colors values.





PAY ATTENTION TO YOUR CALL-TO-ACTION

Call to action is the reason for making people read your poster. In the end, you would like them to visit an event, think about/support/change something. You need to give them a 'call' to take the action you want. Therefore, a call to action slogan or line at the top/end or middle of a poster is necessary to be designed.

Tips:

- It should be visible from the distance
- Think about the unique font! It is another key element that can make your poster look outstanding. Remember that typography gives a personality to the design.
- If you want to add some more text - compose it no longer than 260-360 words. Why that number of words? The annual poster competition at Nottingham University provided us with plenty of prize-winning posters for us to use in our analysis. The prize winners' posters each contained an average of 260 words. Do you have fewer than 260 words? Great! Anything is better than having more than 1000+ words!



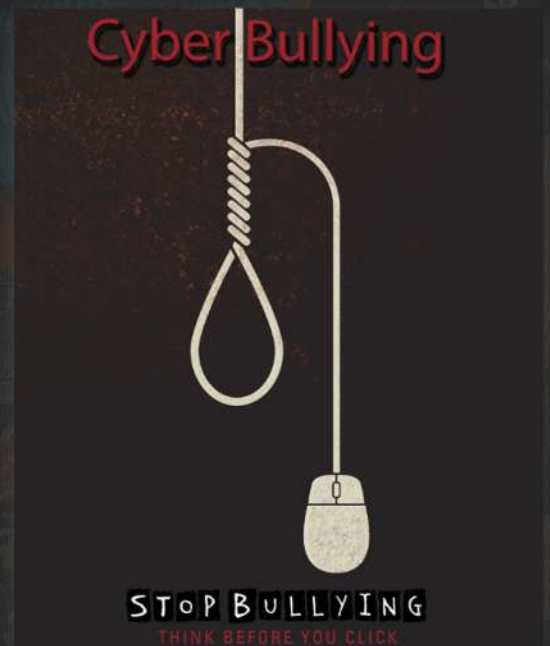


BIG DECISION - IMAGE

Now think of an image that will nicely depict your text and will draw people's attention. A good, clear and effective picture, drawing, image - what not - should make people's heads turn when passing by.

Tips:

- A single image can evoke great emotion – love, anger, sadness. A photo of a woman crying. A man crossing a finish line. The viewer gets emotional and needs to know more.
- Experiment with shapes, patterns, symbols, shadowing etc., using symmetry, centering, and repetition that creates balance for the eye.

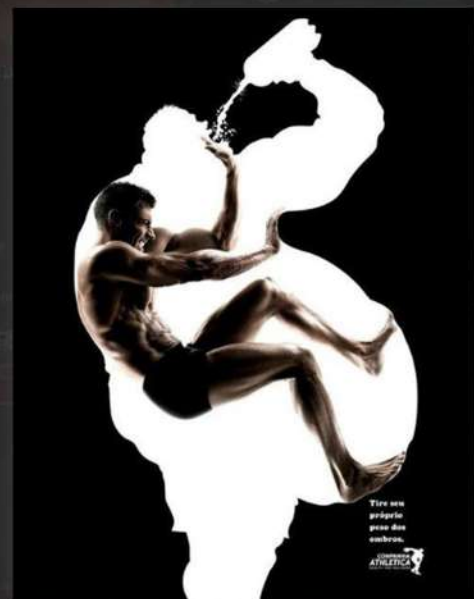
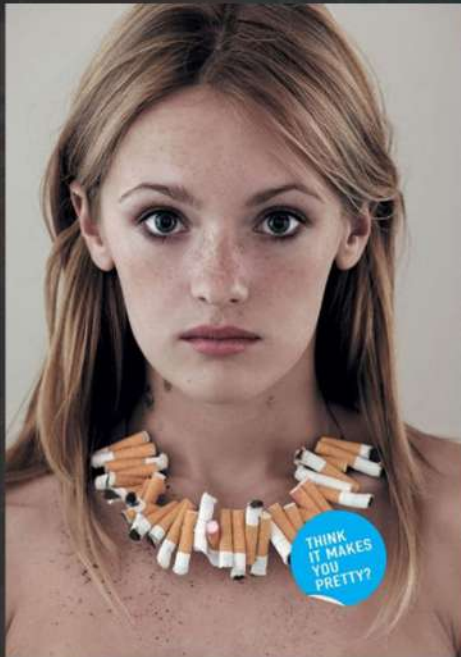


As mentioned above - people nowadays are so busy they barely notice things around them. So if you want your message to be heard, **you have to make it seen first**. Bright colors, shocking image, clear slogan - it is what can help you to catch people's attention.

TASK FOR YOU:

Pick one poster that caught your eye in a second. Try answering to yourself:

- what made you notice it first?
- what catches the eye the most?
- why is the poster different from the others?



„Pull out your inner weight”