



Poster Design Guide

 הספרייה הלאומית
 المكتبة الوطنية الإسرائيلية
 The National Library of Israel



Hi!

Thinking about the best way to design
your Yom Ha'atzmaut poster?

We are here to help!

Scroll!

Follow our 3 step design guide which will give you ideas and organize your creative process.

LET'S GO!



Step 1

Think about your personal connection to Israel.

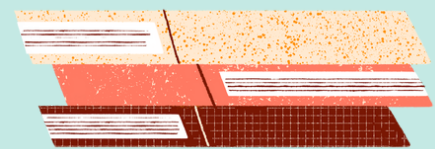
Ask yourself the following questions:

- What role does Israel play in my life?
- What associations does Israel evoke?
- What adjectives describe Israel?
- What do I love most about Israel?
- What colors is Israel associated with?



Step 2

Organize your ideas. When you decide what you want to express in your design, think about the following parts:



SHAPE AND FORM



COMPOSITION



COLOR



MOVEMENT



EMPHASIS



UNITY

Shape and form

Shapes can be geometric or free-form. Form is measurable by length, width, and height, and encloses volume.

Think:

- What shapes and forms do I want to use in my poster?
- Are they 3-D or flat?

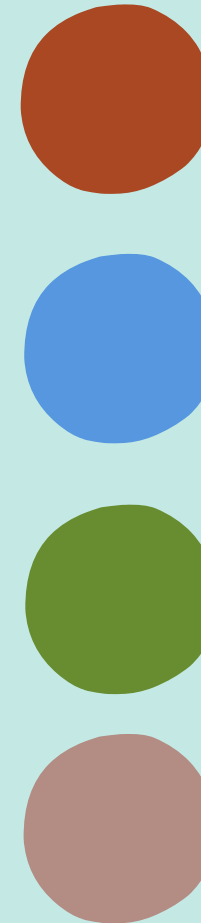


Color

You can create various effects by placing colors next to each other in different ways. Consider what each color represents or which feelings it can evoke.

Think:

- What colors do I want to use in my poster?
- How can I combine these colors?



Emphasis

Emphasis is the area of an artwork that draws attention. It is often the place a viewer looks first.

Think:

- What element should be the main focus of my artwork?
- How can I emphasize it?



Composition

Composition is the elements' arrangement in the artwork. Don't forget which elements are the main ones and which are secondary.

Think:

- Do my elements work together?
- How do they contribute to the artwork's meaning?



Movement

You can utilize lines, edges, shapes, and colors to point the way through an artwork for our eyes to follow.
Movement creates emotions.

Think:

- How can I add the movement to my work?
- What mood do the movement elements create in my poster?



Unity

Unity is the pleasing combination of elements. Good combinations give a sense of completion.

Think:

- Do my poster's colors, shapes and elements work well together?
- What feelings does my work evoke?



Step 3

The last rule is very important.
Remember, **YOU** are the one creating
the poster!
So... Make sure to leave a personal touch
and embody ideas that inspire you!



Good luck!



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