

4.5 Posters

Definition: Single sheet for public display.

Purpose: Advertise an event or promote proposals.

Production: Stand-alone page layout produced on desktop publishing programs and generally printed in large format.

Posters:

- can create instant attention
- provide an opportunity to present 'the vision'
- can be an overall energetic graphic.

Watchpoints

- Only include necessary text.
- Make it visual and energetic.
- If displayed outside use lamination or other water-proof materials and inks.
- Graphical language appropriate for target audience.
- Works best when printed large format (A2 minimum).

Example of good poster design

Redhill Claypit

Size: A1 portrait

Print process: Large format printer

Stock: Heavy coated paper

This poster captures the immediate attention and interest of the audience with a minimum number of points, encouraging attendance to the event advertised to find out more.

This poster details:

- the project
- the area concerned and its context
- type of event
- the venue and times.

