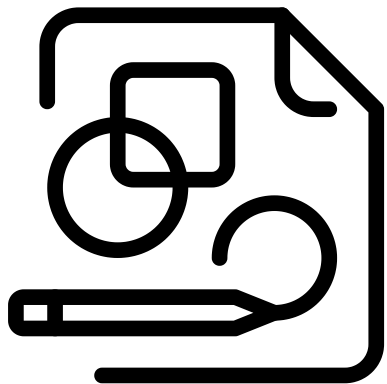




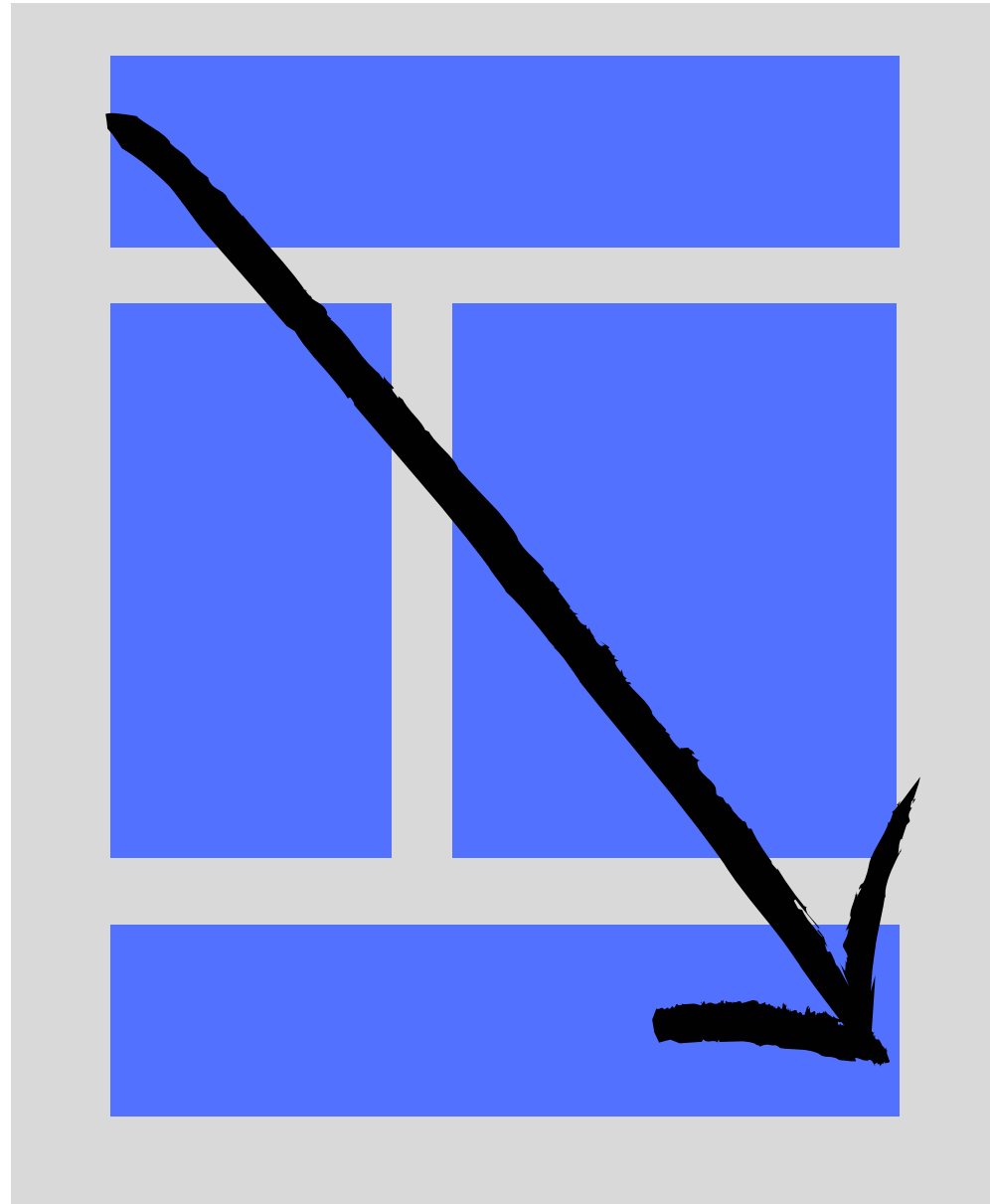
The perfect
poster



Graphic
Design



How we read posters



Bad Poster



Good Poster

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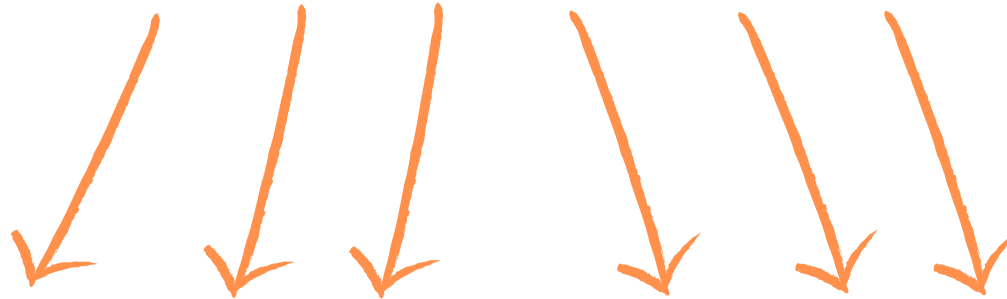
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How to create the perfect poster

Focus on the **PROBLEM**

Emphasize the **SOLUTION**

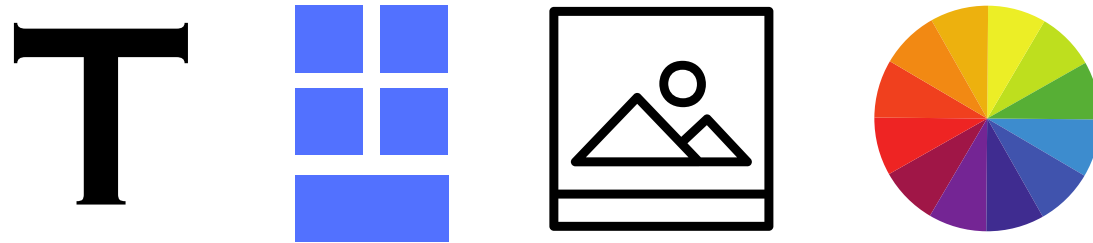
SHOW the **IMPACT**



- Typography
- Composition
- Image

- Colour
- Leave white space
- Aim for symmetry

TOOLS TO CREATE A POSTER



TOOLS TO CREATE THE POSTER

Typography



Typography gives the mood of the information.

Composition



It directs the audience's attention in a way that is visually appealing and makes clear sense.

Leave white space.

Aim for symmetry.

Image



Reinforces the key message of the poster as it complements the text and helps to create a more visually appealing design to engage the viewer.

Colour



Colour grabs the attention as colours have different individual associations. This means that colour is a vital tool that can influence the mood of your potential customers.

Lorem Ipsum



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Focus on
the PROBLEM

Emphasize
the SOLUTION

It can be with
**TEXT,
GRAPHS,
IMAGES**

Show the IMPACT

What to do now?

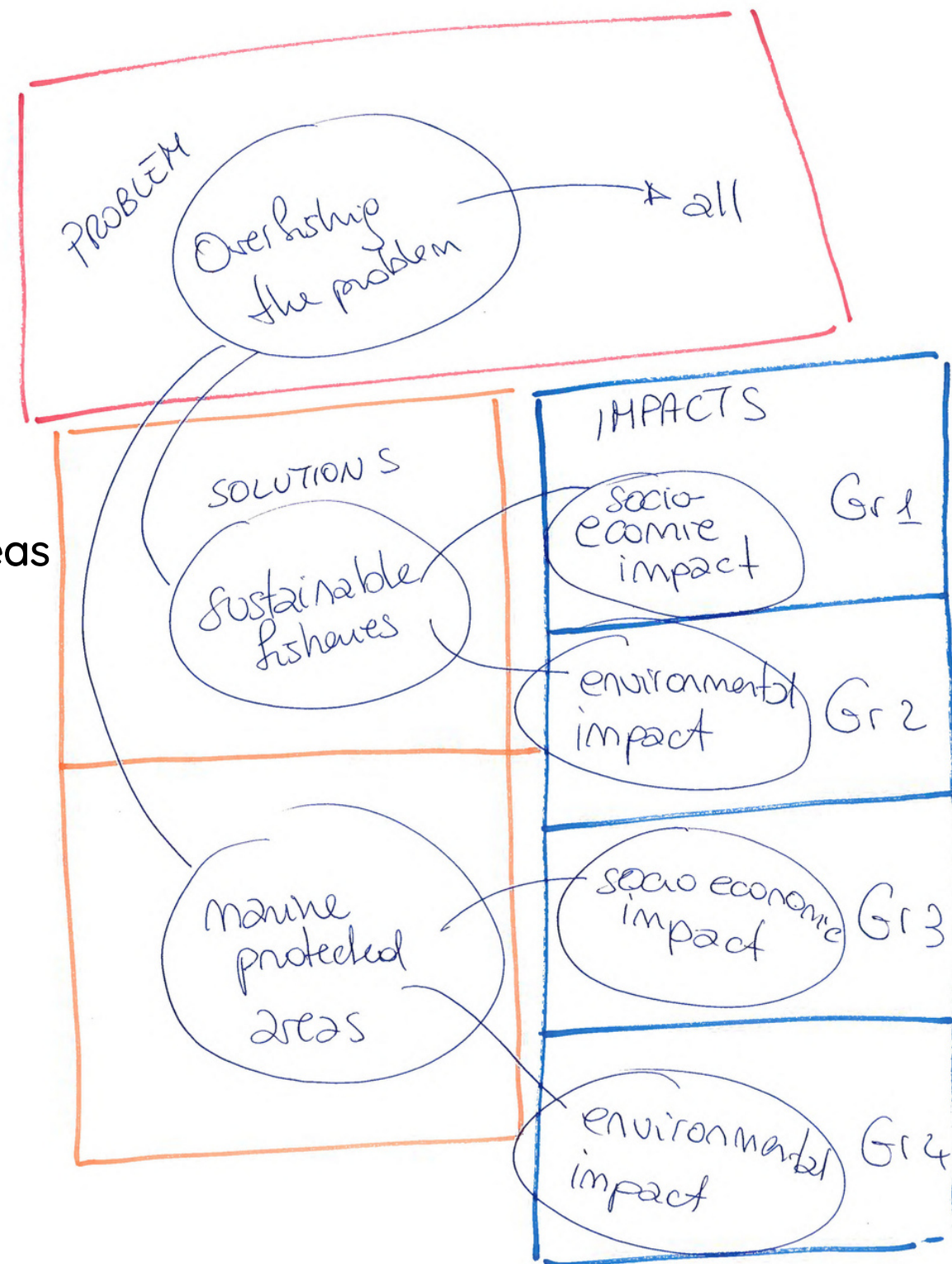
1. Click on the link sent to your email.
2. Find your group's name page
3. Discuss as a group and sketch some ideas
4. Work on the A3 page in Canva

Two groups will work with
SUSTAINABLE FISHERIES

- SOCIO-ECONOMIC IMPACT
- ENVIRONMENTAL IMPACT

Two groups will work with
MARINE PROTECTED AREAS

- SOCIO-ECONOMIC IMPACT
- ENVIRONMENTAL IMPACT



CHECKLIST TIPS



Leave a **BORDER/MARGIN** around the poster. The text shouldn't be on the edge of the paper.



Maximum of **2 FONTS**.

To highlight something, use **BOLD, ITALIC** styles from the same family.



The subtext should be short and relevant to the subject.



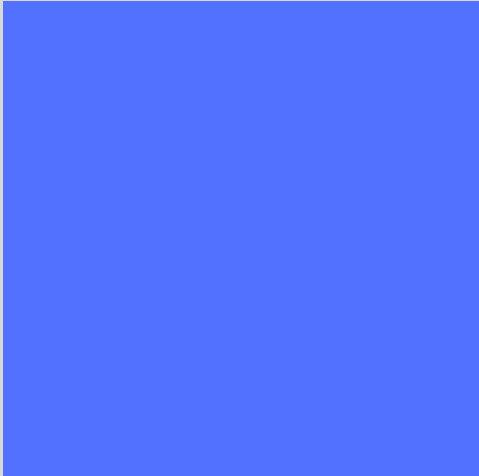
Colour palette

Choose a **colour that is relevant to the subject** you are talking about

OR, if you want to get more impact, choose **bold dark colours**.

Lorem Ipsum

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PROBLEM

Title

Sub Title

SOLUTION

Sub Title

Text

SOLUTION

Sub Title

Text

IMPACT

BIG Text

Border around the poster

Space between blocks of text, information

Use maximum of 2 font styles. Differentiate with size and BOLD options

PROBLEM

IMAGE to
reinforce the
title -
problem

In cases like this,
NO BORDER

PROBLEM

Title
Sub Title

Secondary
image to
match text

Lorem Ipsum

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Bullet points to state
IMPORTANT MESSAGE.
SHORT SENTENCES

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IMPACT

BIG Text

PROBLEM

IMAGE to
reinforce the
title -
problem

In cases like this,
NO BORDER

PROBLEM

Title
Sub Title

IMPACT

BIG Text

Bullet points to state
IMPORTANT MESSAGE.
SHORT SENTENCES

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