TIPS FOR CREATING A POSTER

The following suggestions may serve as helpful tips when designing your event publicity poster:

1) Clear hierarchy of information: Make the most important information (event name, date, etc) the largest and most prominent
2) Choose a theme: Use colours and imagery that reflect the nature of your event
3) Keep it simple: Don't overcrowd your design, use white space effectively
4) Easily readable text: Use contrasting colours so your text can be easily read
5) Include a call to action: Tell people how to participate or get more information
6) Use appropriate fonts: Choose 2-3 fonts maximum, and ensure that body text fonts are easy to read
7) Provide contact information: Include an email, number or website URL
8) Consider the format: Design with your final size and medium in mind (e.g. sent over WhatsApp or printed poster on noticeboard)