Effective Poster Design

1. Text size, typeface, and poster dimensions are dictated by the nature of event OR conference organizers (research poster). Check for these guidelines.

2. Interest, easy to understand and good presentation are key considerations. That means creating a poster that stands out from the crowd and is easily read.
Effective Poster Design

3. Poster backgrounds should be either;
   i. a light neutral colour.
   ii. a mild non-distracting pattern.
   iii. an appropriate photograph.

4. Graphics for posters tend to be large, so scan at high resolution to avoid sizing up and pixelating images.
Effective Poster Design

5. Provide as much information as possible in the form of graphics, illustrations and charts rather than straight text.

6. Provide interest with relevant cartoons, humour and photographs.
Effective Poster Design

7. Check spelling and grammar carefully. A poster printer is not a laser printer, you only get one chance to print it right.

8. Consider how you will produce your poster. Make sure you have an alternative version in case of loss or damage to your poster materials.
Effective Poster Design

9. Look critically at existing good/effective poster designs. Imitate what works.

10. Scale down to create a miniature laser-printed version of your poster on A4 size as sample. This is a great way check your poster’s legibility and good presentation.
Guidelines for Using Banners & Buntings

Publicity is divided into two phases; Phase I and Phase II.

*Phase I spans from 3-4 weeks → one week before event.*
→ It is designed to make the publics wonder just what in the world is going to happen!
→ Your teasers and publicity create awareness of the intriguing topics but do not indicate who, when, where and what.
Phase II spans from 7-8 days before event to the day of the event.

→ This phase is designed to give the publics all the information necessary to make a decision about event: topic, time, place, guest and sponsor.

→ As a general rule, every time we publicize the guest and topic, we need to indicate the sponsor so as to mislead no one.
A major purpose of the publicity, besides to draw the crowd, is to create an atmosphere that is conducive to publics to the event.

Location: Determine the most strategic location for banners and buntins. Place the banners where not only target group but also commuters and local citizens can view them. In small communities, you should investigate the possibility of a "Main Street" banner.
Permission: Obtain permission from the proper authorities to hang the banners & buntings. Do this before you make the banners.

Design: Determine your banner & bunting design. If you know a creative artist, you should enlist their help.

Materials: Determine the materials you will need (e.g., banner & bunting materials, paint brushes, rope, etc.).
Colors: Good colors to use are red, white and light blue.
Apply color theory. Do not feel limited to these colors. Bright colors attract attention, but the letters should be dark enough to be readable. Remember too, that if the cloth/canvas itself is too dark, the lettering will not show up.
Quality and Size: An important aspect of banners & buntings → they must look sharp. Lettering is important. You might put the design, lettering or logo on an overhead projector, blow it up in size and then trace it right onto the banners & buntings.

New technique → all digitalized.
Be sure that the banner and buntings letterings are large enough to attract attention and be easily read from a distance.

Also, be sure not to "cramp" lots of words into a small space, as it will discourage people from reading it.
→ **Hanging:** Hang your banners and buntings securely. Make sure they are hard to reach. Otherwise someone may rip off the banners.

→ **Removal:** After the event, be sure to remove all banners & buntings.
Banners/Buntings Management Checklist Completed Target Date And Responsibility

7 weeks before event

→ People have been chosen to make and hang the banners and buntings.
→ Banner and bunting design has been determined.
→ Strategic locations have been determined for banners and buntings.
→ **Banner and bunting space** has been approved and reserved.
→ **Banner and bunting material** has been purchased or obtained.
→ **Sponsor has been printed** on those banners and bunting that contain guest, time and place.
→ You have reread all your material one week prior to event.
→ Banners and buntings have been removed after event.
→ Appropriate thank-you notes have been sent.
→ Evaluation/report submitted.
What is Design?

**Design** is realization of a concept or idea into a configuration, drawing, model, mould, pattern, plan or specification (on which the actual or commercial production of an item is based) and which helps achieve the item’s designated objective/s).
What is Layout?

**Layout** is master plan or blueprint of a printed or published work (such as a poster, banner, bunting, an advertisement, book, magazine, newspaper or website) that lays out the arrangement of its different graphic elements (such as body copy, colors, headlines, illustrations, scale). It establishes the overall appearance, relative importance, and relationships between the graphic elements to achieve a smooth flow of information (message) and eye movement for maximum effectiveness or impact. Often alternative layouts (called roughs) are prepared to explore different arrangements before the final layout is made for printing or production.