

# The Art of Poster Design

A guide to creating impactful visual communication that captures attention and delivers your message effectively.

**Module Name: ICT Tools and Digital Media**  
**Lecturer: Mrs Shameera Lauthan**



# Learning Objectives



- **Identify** the main visual components of a well-structured poster.
- **Describe** how layout, typography, and colour influence poster impact.
- **Use** design tools to create posters tailored to a specific message or audience.
- **Compare** different poster examples to determine which elements improve communication.
- **Critique** poster designs based on clarity, audience relevance, and visual appeal.
- **Produce** an original poster that effectively conveys a theme or call to action.

# Define Your Objectives First

1

## Purpose

Determine why you need a poster: publicize an event, sell a product, or raise awareness for a cause.

2

## Target Audience

Identify who you're trying to reach: students, professionals, parents, or general public.

3

## Key Message

Clarify what you want to communicate: "New student club," "50% off promotion," or "Support a cause."

4

## Display Location

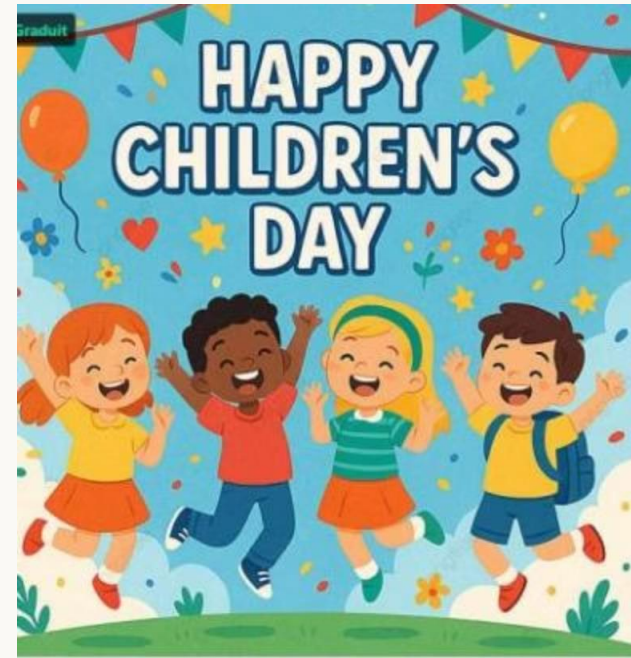
Consider where your poster will be seen: billboards, social media, school halls, or urban spaces.

An ill-defined objective leads to a blurred message, unconcerned audience, and an unmemorable poster.

# Know Your Target Audience

Even if a poster is aesthetically successful, its effectiveness may be reduced if it doesn't meet the expectations of its audience. The style must be adapted to connect with your specific viewers.

- For children: bright colors and fun illustrations
- For seniors: soft colors and legible typography
- Avoid stereotypes and clichés that can be misunderstood or rejected



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A well-targeted poster is one that is well perceived by its intended audience, using appropriate visual language that resonates with them.

# Choose the Right Format

## Standard Formats

- A0 (841×1189mm): Street displays, exhibitions
- A1 (594×841mm): Wall posters, cultural events
- A2 (420×594mm): Local campaigns, shop windows
- A3 (297×420mm): Internal posters, clubs



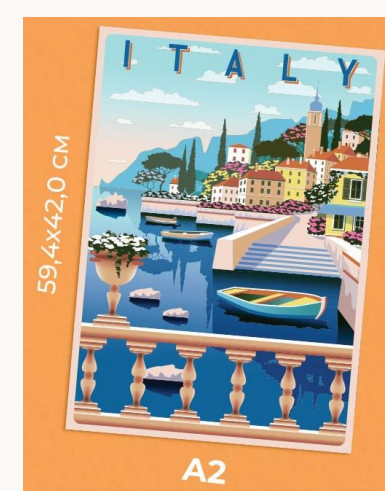
A0



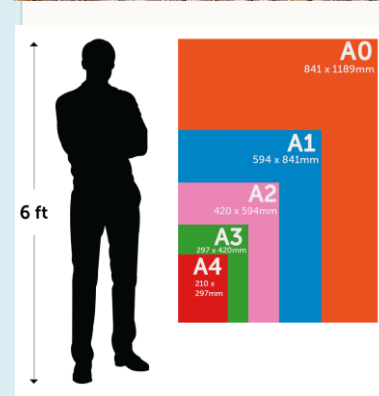
large-format cinema poster



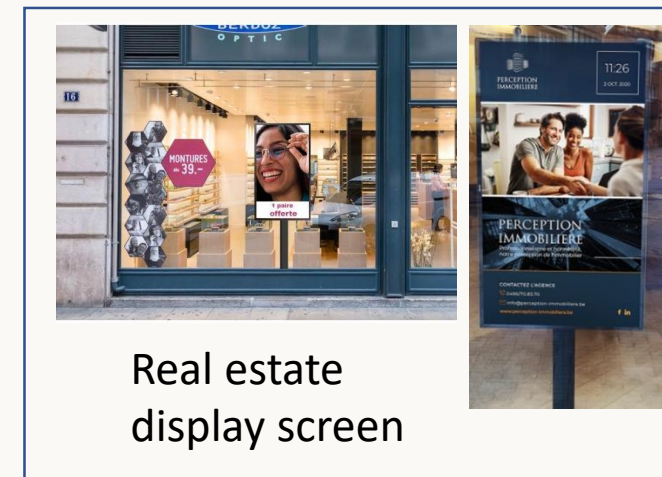
A1



A2



## Web Banner



Real estate display screen

## Display Considerations

- Consider viewing distance
- Account for partial visibility
- Adapt to environment (urban, school, digital)

## Digital Formats

- Square (500×500mm): Social media, creative design
- Web banner (1200×628px): Websites, social platforms
- Kakemono (80×200cm): Trade fairs, exhibitions

## Square



kakemono moderne  
Format vertical  
standardisé → 80x200 cm,  
85x200 cm ou 100x200 cm.



Bus shelter poster



An outdoor sign



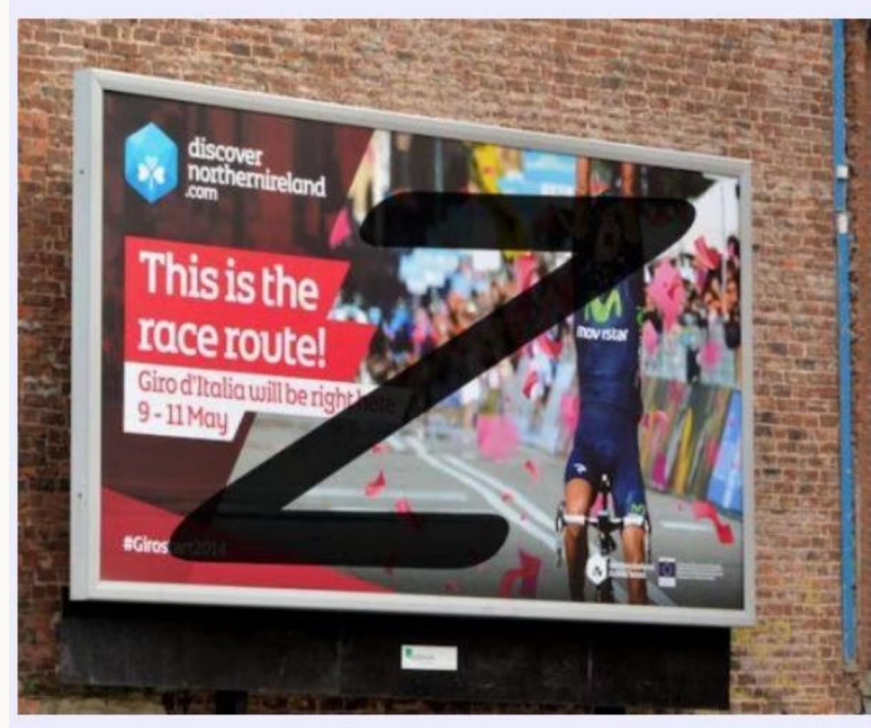
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# Visual Hierarchy & Layout

## The Z-Pattern Reading Path

People typically scan posters in a Z-shaped pattern: from top left, across to top right, diagonally down to bottom left, and across to bottom right.

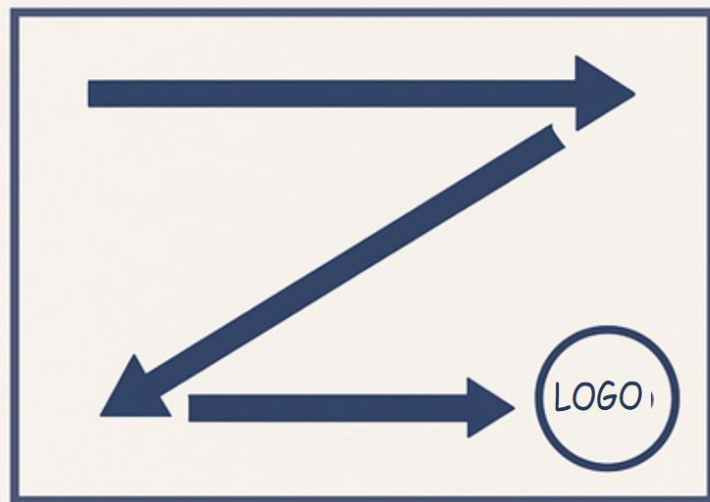
- Place important elements along this natural path
- Avoid cluttering the center with too many elements
- Position your logo at the bottom right where the eye naturally ends



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The look ends with the bottom right corner.  
The logo is often placed in this place.

Use lines of force and the rule of thirds to create balance and guide the viewer's eye to key information. Odd numbers of elements (especially 3) create more dynamic, visually appealing compositions.



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# Color Psychology

## Limit Your Palette

Use 2-3 main colors for maximum impact. "Less is more" - a limited palette makes your poster more readable and impactful.

## Create Contrast

Ensure text is clearly legible against backgrounds. Dark text on light backgrounds or light text on dark backgrounds works best.

## Choose Complementary Colors

Use harmonious combinations (blue/orange, purple/yellow) that work well together without vibrating or straining the eye.



Complementary colors

## Leave White Space

Allow for "breathing room" that helps the eye focus on important elements and creates an elegant, professional look.

### Color

You can use your knowledge of the theory colors to select colors..

#### Analogs

to create a certain harmony visual or atmosphere in your design

#### or Contrast

to draw attention to some elements of your design

### Contrast

You can contrast colors, shapes and dimensions on your poster. This attracts the attention of the spectators on elements in particular.

#### Colors

#### Forms

#### Dimensions

# Typography Essentials

## Font Selection Rules

- Limit to 2-3 fonts maximum
- Assign clear functions to each font (title, body text, info)
- Ensure readability at a distance
- Avoid overly decorative fonts that interfere with reading

## Effective font combinations:

- Sans serif with serif (Helvetica + Garamond)
- Classic with modern (Baskerville + Montserrat)
- Heavy with light fonts (Bebas Neue + Roboto Light)

## Size Guidelines

- Titles: 24-36pt minimum
- Body text: 16-18pt minimum

### 1. Sans serif - serif

- **Serif** : Times New Roman, Georgia, Garamond
- **Sans serif** : Helvetica, Arial, **Open Sans**

Exemple :

**Titre (serif)** : Garamond

**Body text (sans serif)** : **Open Sans**

**Open Sans**

### 3. Fonts with short letters – Fonts with tall letters

**Short-letter fonts**: Verdana, Tahoma

**Tall-letter fonts**: Playfair Display, Abril Fatface

Example: **Playfair Display**

**Title (tall letters)**: Playfair Display **Abril Fatface**

**Body text (short letters)**: Verdana

**Abril Fatface**

### 2. Classic and modern fonts complement each other

**Classic fonts**: Baskerville, Bodoni

**Bodoni**

• **Modern fonts**: Futura, Montserrat

Exemple :

**Title (classic)** : Baskerville

**Body Text (modern)** : Montserrat

**Montserrat**

**Baskerville**

### 4. Heavy fonts with light fonts for balance

• **bold** : **Impact**, Bebas Neue

• **Light** : Lato Light, Roboto Light

**BEBAS NEUE**

Exemple :

**Titre (bold)** : Bebas Neue

**Texte (light)** : Roboto Light

**Roboto Light**

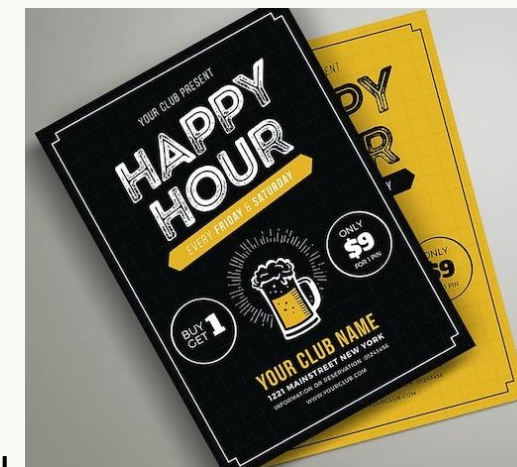
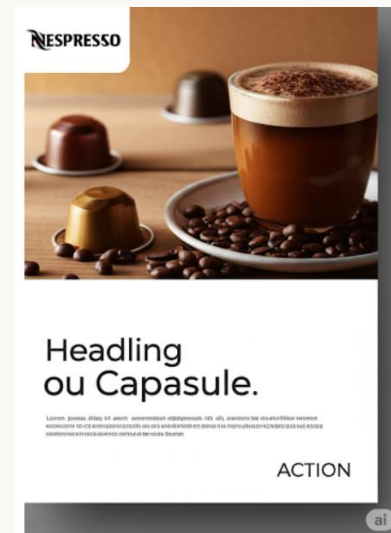
### 5. Polices normales avec italiques fonctionnent bien ensemble

• Exemple :

**Texte normal** : Merriweather Regular

**Texte italique** : Merriweather Italic

**Merriweather**  
**Merriweather Italic**



# Impactful Visuals & Messaging



## Choose a Striking Visual

The visual is what viewers see first. Select high-quality images, illustrations, or icons that are original, clear, and represent your brand identity.



## Craft a Catchy Message

Your slogan should be short, clear, and memorable. It should summarize your main message in a way that stays in people's minds.



## Include a Call to Action

Direct viewers on what to do next: visit a website, attend an event, make a purchase, or scan a QR code for more information.

Muffin  
Egg  
Sausage  
Cheese  
Muffin

# Creating Engaging Posters

## Connect Print & Digital

Modern posters should be interactive and integrated into a broader marketing strategy:

- Add QR codes linking to websites, videos, or exclusive content
- Include social media handles and campaign hashtags
- Organize contests or promotions that encourage sharing

This approach allows you to track engagement, collect data, and measure the poster's effectiveness.



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A standalone poster is difficult to measure for impact. By connecting it to digital elements, you can track clicks, visits, and interactions to determine ROI.

# Successful Poster Examples



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## Event Poster

Clear message visible in 5 seconds, strong visual hierarchy, eye-catching graphics, and consistent color scheme that evokes the event's atmosphere.

[Link to Assignment on Poster Creation](#)



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## Institutional Poster

Targeted visuals that strengthen identification, essential information clearly visible, and consistent institutional colors for brand recognition.



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## Brand Campaign

Consistent visual identity across different formats, uniform colors, typography, and element arrangement that creates immediate recognition.