

The Perfect Poster

Make sure your poster includes:

- a main title informing the reader what your poster is advertising;
- a short sentence explaining what you are advertising in more detail;
- information about the date, time and place of your event;
- an enticing image that clearly communicates the subject of your poster;
- information about prices, if you are selling a product.

The words with the largest font size should be the main title.

Use one or more font effect to make your main title stand out.

Use bright and bold font colours for your main title (be careful not to use too many as this can be distracting to the reader).

Use a font type that is easy to read (try not to use more than two on your poster).

Insert an image into your poster. Format this image.

Use a font size that is easy to read. Anything over size 16 should be suitable.

Use font effects to clearly display information about date, time and place.

