

**Bill Kerr and Jean Bevier** teach *Graphic Design classes for design majors and non-majors alike. If you've never visited the Art Gallery and Art and Design classrooms on the fourth floor of Lewis Hall, come on up!*

**POSTER DESIGN: A Brief Overview**

You've spent a semester or maybe even a full year on your project. You are understandably proud of what you've done, but you can't explain everything in a single poster. Use this as an opportunity to explain the core concepts of your work, not every detail of the process. Take time to think through who your audience is and what you most want to communicate to them.

**PREPARATION**

Collect your content

- Text – You've spent a long time on this project and know it well. Most people at the expo will know nothing about it so be clear, don't make assumptions and make sure your text is clear. Well-written headings help people quickly get the poster.
- Images – Make sure your pictures, illustrations and/or graphs are crisp and clear. Poor quality images can undermine the work you've done.

Edit your content

- Text – Proofread for typos as well as for clarity. Get help from the writing center, your professors or friends.
- Images – replace weak images with stronger ones. If possible, unify colors of any illustrations or graphs.

**DESIGN**

- Think of your poster as a story you're telling. Use placement, emphasis and organization to direct the story from start to finish.
- "Chunk" your information into logical groups to make it easy for viewers to understand your poster.
- Use guidelines or a grid to help you align text and images
- Use no more than two or three different fonts and use only legible ones. The goal of this poster is not to prove you're creative, but to describe and interest others in your project.

**RESOURCES**

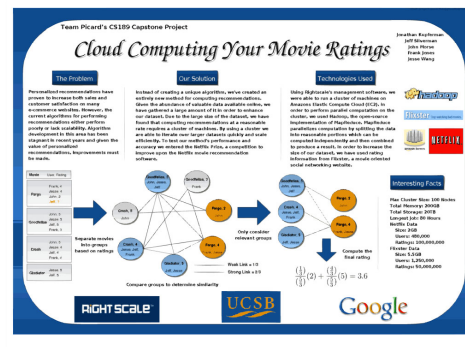
Dozens of online companies print posters (search for "wide format poster printing.") Plan ahead if you're sending a job out for printing – if there's a problem, you'll be glad to have time to reprint! Many also do mounting, though mounted posters cost more to ship.

Vistaprint.com is an inexpensive source. For under \$20 you can have a 24x36 unmounted poster printed. Search for "Vistaprint coupon code" for discounts.

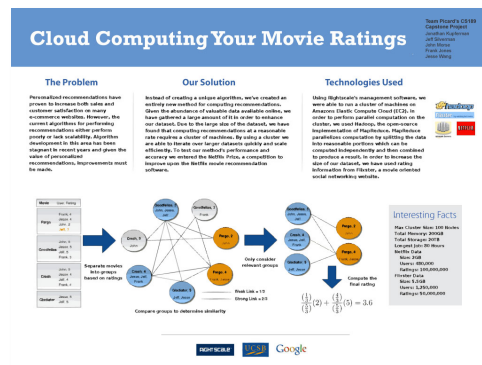
FedEx Office is more expensive (as much as 3-4 times the cost of Vistaprint), but is just north of North Avenue on Harlem and offers quick turnaround. Posters can be mounted and laminated.

DU Print services can print 8 1/2 x11 or 11x17 in color for a per-page cost. You can then mount these to Foamcore posterboards.

**EXAMPLE**



Before



After