



Top 5 design tips to making a great poster!

Pay attention to the order of your text – You want the most important information to be read first. Information such as title, date, and location should be prioritised.

Don't be afraid of empty space – Empty space gives your text chance to breathe, and makes the important information easier to digest and remember.

Alignment – Consistency is key – Your text alignment can also affect the readability of your information. Pick your text alignment (right aligned, central, left aligned) and stick to it, to make the poster look more professional.

Colour is your best friend (including black and white!) – Colour is one of the most important tools when getting your poster noticed. Use complimentary colours and a limited palette. It's good to use a darker colour, a more neutral colour, and a brighter accent colour.

Don't be afraid to play it safe with your fonts – Fonts are a great tool when catching someone's eye, but you also need your information to be legible. Use an eye-catching (bold and decorative, but still legible) font for your title, and choose easy to read fonts for your body text, in no smaller text size than 14pt.