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## LET'S WALK THROUGH IT

It can be hard to know where to start when designing a poster. These steps will help you break it down, remember everything and create a design that not only looks great but also communicates your message clearly.

### Step 1 – Information

Make sure you include critical information such as venue, date, time, contact details, ticket price/s, your logo/branding.

### Step 2 – Sponsors

Make sure you are aware of which sponsors, funding agency logos and acknowledgements need to be on the poster and flyer. Double-check you have the correct logos and wording for acknowledgement.

### Step 3 – Focus

Find a focus for the design. What is the goal of the poster? Where will it be placed? Who will see it?

### Step 4 – Images

Find a great looking, good quality image and choose carefully.

Think about how the image fits with the text and logos and whether it communicates the overall message of your poster/flyer?

Image copyright and licensing are very important. If you need to source imagery online there are some great sites available. You cannot simply take a photo from the internet and use it without checking you have adequate permission.

Check out these websites for images and graphics:

- [Unsplash](#)
- [Flickr Creative Commons](#)
- [Stock.xchng](#)
- [Freepik](#)
- [Canva](#)

It's even better if you can use a local artist's work or image in promotional material. It is vital that they have given approval and a clear arrangement has been made and documented. It should include details of what their work can be used for and any fees or acknowledgement required.

# HOW TO DESIGN A POSTER



## Step 6 - Where to make it?

Canva is a highly accessible platform where you can create any number of marketing products and documents. There is also a huge range of templates and inspiration to get you started. It's important to think creatively and make the design your own. Canva is very popular and at times organisations and events can be seen with similar material or images. Digging a little deeper can really pay off.

Canva provides the option to save your design as different file types. For print select the "High Quality Print PDF" option. If you'd like the file as a picture for social media or distribution via email you should save a second copy as a "PNG" file.

## Step 5 – Design

- Seek inspiration from other posters or flyers or blogs on design. A Google search for similar events and image ideas can be helpful too.
- Keep it simple by logically grouping information in a hierarchy and ensuring the information is clear and legible.
- Have fun with it, but be tight on the details such as alignment, proximity of elements and readability.
- Avoid large blocks of dark colours with white text overlaid. These look great on screen but don't always print well and are costly using a lot of ink if you are doing your own printing.
- Make an impact by using creative layouts, quality images and interesting layout.

## Step 5 – Are you done?

Once you have come up with a design you're happy with, it's time to print it to check for any errors or typos. Proof reading is significantly easier and more accurate in print than on screen. After this, show someone with fresh eyes to gain feedback. Select this person carefully, someone with a keen eye that can be honest and clear but not critical.

*If you have any questions please contact Outback Arts, we're always here to help!*