

POSTER

parts

Attributes

title

Appealing • Concise • legible • Prominent • Summarizes the major point

graphics/ illustrations

Accentuate the key events or concepts • Accurate representation • Evidence of organizational structure • Enhance/support the emotional tone • Indicate the changes, proportions, relations
• Matches the purpose (realistic-imaginative)

text

Accurate • Compact • legible • logically ordered • Summarizes the key concepts

labels

Clearly visible • Concise • Easily interpreted • Show the hierarchy of ideas

background (optional)

Enhances meaning • May support the main concept • Unobtrusive

negative space

Establishes a border • Offsets the graphics/objects • Offsets the text

credits

Accurate • Complete • Unobtrusive