

Designing a poster

**Jonathan Cherry
Graphic Designer
National Physical Laboratory**

Stages of a poster

Split the process into three stages

- Before you start
- Writing the content
- Designing the poster

1

2

3

Before you start

Spend some time thinking about your poster

- Who is the audience?
- What do you want the poster achieve?

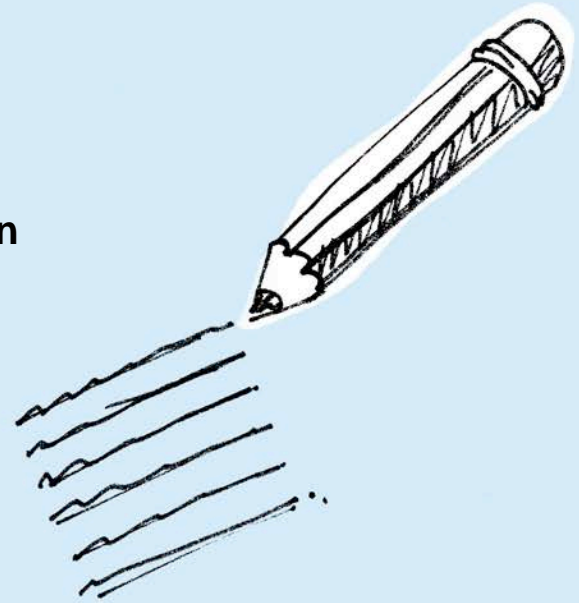
- Read the conference guidelines
- Timescales
- Get permission from copyright holders



Writing the content

This is the hardest bit

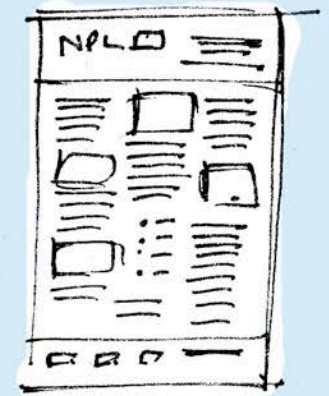
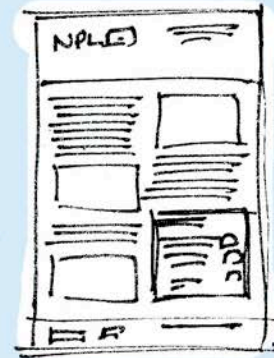
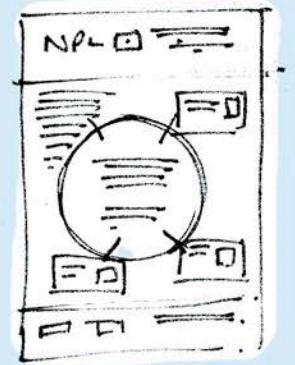
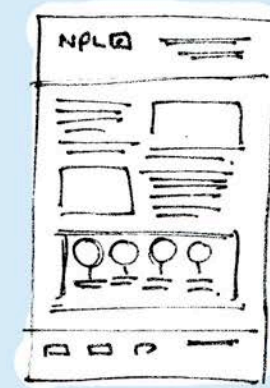
- Structure – introduction > content > conclusion
- Concise
- Diagrams, photos, illustrations
- Refer to writing style guides
- Proofread
- Check dates, contact details
- Send document for approval



Designing the poster

This is the fun bit!

- Set format and size
- Scribble some layouts on paper
- Hierarchy of elements
- Structure
- Leave space around elements
- Colour palette
- Fonts
- Legibility, readability
- Timescale



Title to go here

This is the subheading

Mr Bucket and his fat forefinger are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

“Mr Bucket and his fat forefinger”

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

Using font weights

Title to go here

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Read this first

Typographic hierarchy

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Read this second

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Typeset Using Adobe Caslon Pro, align left, 10/14pt

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Typeset Using Adobe Caslon Pro, align left, 10/10pt

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Partnerships

Therapist

Menswear

Partners-
hips

The-
rapist

Men-
swear

Awkward hyphenation

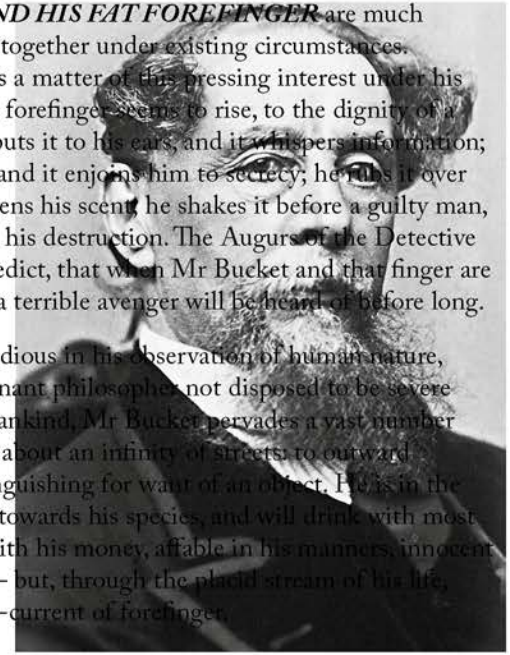
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Legibility, yellow text on yellow background

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Legibility, black text over greyscale picture

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Simple use of colour to link items

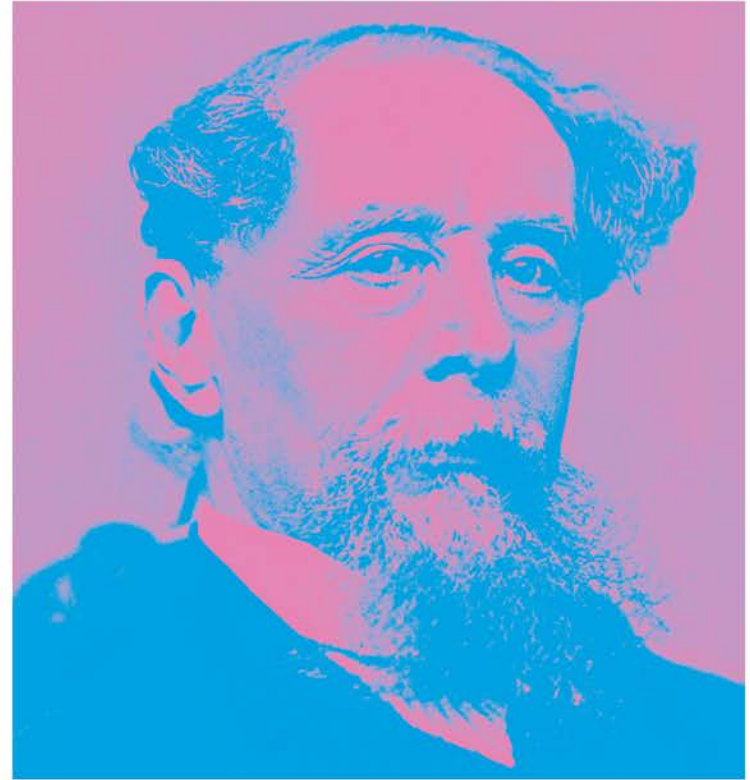


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Poor use of colour



Questions

Thank you

