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Steps to Make an Effective Poster? by [Juan Schaar](#)

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Posters are simple yet attractive way to promote business, products, services and events. The main purpose of posters is to communicate a clear message through pictures and effective words. An effective poster catches your eyes and attention. Designing a good poster can be fun and definitely a challenge. Here are some steps to design an effective poster.

Step-1

Make your poster visible and readable. The information present in your poster should be clear and accurate. Choose a background color that will not crush the message. Select fonts that are easy to read. Make sure the color and size of the fonts do not overlap each other. Pictures and symbols should define the purpose of your poster.

Step-2

Organize your poster to improve its visibility. Gather creative ideas from different sources. Plan how to organize your pictures, text and symbols in the poster. Decide your poster size and then place images and text according to the size. Combine the text and images effectively. Choose right colors and fonts that can best convey your ideas. Leave some space between the text and the images, space is important in posters, as it provides visual pauses to think.

Step-3

Create impressive message to capture visitors'™ attention. Choose simple yet memorable message. Increase your text legibility by using large letters in your message. Make sure fonts are not too small to be read from 6-10 feet away. Avoid adding so much content in your poster to reduce bulkiness. Add consistent information in your poster and collect it from a reliable source.

Step-4

Poster is a visual communication tool. Effective communication starts with knowing who your target audience is. Identify your audience and locations where your poster can draw more attention. A good poster encourages audience to stay and explore your content.

Step-5

The last step of your poster designing includes finishing. Give a finishing touch to your poster design by adding contact information. Include contact details such as phone number and email address and physical address. Make sure you have added all the important things before you place your poster.

Posters are one of the best sources of advertising and communication. It is an effective way to engage your visitors. It allows you to convey your message to a large group of people. A well designed poster can express your views in unique and attractive way.

Prisma Banners offer posters, banners, signs and signage printing solutions. For details please visit www.prismabanners.com.

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