Poster Creation Instructions

Objective: To design and create an effective poster that communicates a clear message through a combination of strong concepts, high-quality visuals, and accurate content.

I. Core Requirements

- **Purpose:** Before you begin, clearly define the primary purpose of your poster. Is it to inform, persuade, educate, or call the audience to action? Every design and content choice should support this purpose.

- **Message:** Your poster must convey a single, clear, and concise central message. An observer should be able to understand the main point within a few seconds of looking at it.

II. Physical Specifications

- **Size:** The final dimensions of the poster must be within the range of **18 x 24 inches** (minimum) to **24 x 36 inches** (maximum). Posters outside this range will not meet the requirements.

III. Content and Design Guidelines

- **Content:**

  - **Accuracy:** All information presented must be accurate and well-researched.
  - **Clarity:** Use clear and simple language. Avoid jargon where possible.
  - **Proofreading:** Ensure there are no errors in grammar, spelling, or punctuation.

- **Labels:** All elements on the poster (e.g., graphs, images, diagrams) must be clearly labeled. The labels should be easy to read and correctly correspond to the content they describe.

- **Visual Quality and Appeal:**

  - The overall design should be professional, organized, and visually engaging.
  - Use high-resolution images and graphics to avoid pixelation.
  - Choose a color scheme and font that are legible and appropriate for the topic.

IV. Evaluation Rubric

Your submission will be graded based on the following criteria:

1. **Concept:** The originality and clarity of the poster's central idea and message.

2. **Visual Quality and Appeal:** The effectiveness of the layout, color, typography, and graphics in communicating the message.

3. **Content:** The accuracy of the information, including the quality of writing (grammar, spelling, punctuation).

4. **Size:** Adherence to the specified physical dimensions.

5. **Label and Content:** The clarity, accuracy, and relevance of labels and their corresponding content.