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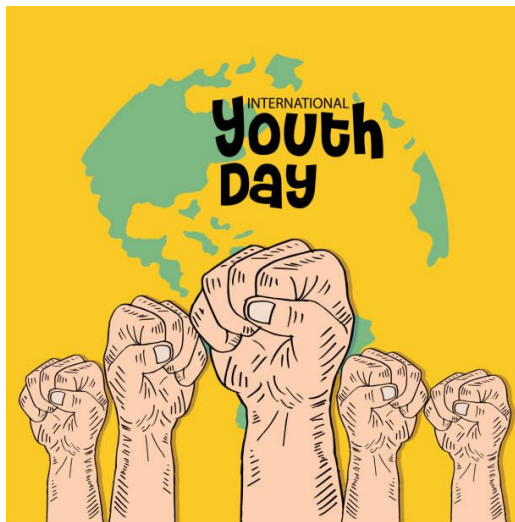


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PRESENTATION SKILLS DESIGN OF POSTERS

INTRODUCTION

Poster Design Guide: How to Make an Eye-Catching Poster





CONCEPTS

How to design a poster from scratch



CONCEPTS



Identify the goal of your poster



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CONCEPTS

Dorset Crown Hotel NY 78345
JUNE 25, 2020

**VISION
BUSINESS
CONFERENCE
2020**

THE FUTURE OF BUSINESS AND TECH
The aim of the Vision Business Conference is to understand in what ways technology will improve business and also hinder it. By exploring certain topics, with discussions led by key leaders in both the business world and technology space, we hope to position our leaders today for the future.

**DAY SESSIONS
9:00AM – 6:00PM**

**EVENING SESSIONS
8:00PM-11:00PM**

FEATURED SPEAKERS

TONY WATSON
VP, MARKETING

JENNA LANSING
DIRECTOR,
TECHNOLOGY

ROBERT CHIU
SOFTWARE
ARCHITECT

RIZAH MASSAN
DIRECTOR, UX

Take a look at this conference poster



CONCEPTS

The poster design emphasizes the key information attendees will need to know, with a sleek, professional finish:

- The yellow contrasts with the blue, putting emphasis on the time and place of the event and the featured speakers (information that is likely to pique the interest of attendees).



CONCEPTS

- The title is followed by a brief description of what the conference is about.
- The name of the conference is also written in the biggest text.
- The background image reflects the theme of a team working together to achieve a vision.

CONCEPTS

A recruiting poster for FLYP-HUB. The top left features an icon of a document with a person silhouette and a checkmark. The main headline is 'WE'RE HIRING!' in large, bold, dark blue letters. Below this, the job titles 'Junior Software Developer', 'Senior Software Developer', and 'Software Architect' are listed. A dark blue banner contains the text 'Contact us today! (555) 555-5555'. Below the banner, a list of benefits is presented in two columns. The bottom of the poster shows a desk with a laptop, a pen, and a pair of glasses. Three circular icons (gears, people, and a hand) are placed above the bottom text. The bottom right corner features the 'FLYP-HUB' logo.

WE'RE HIRING!

Junior Software Developer
Senior Software Developer
Software Architect

Contact us today! (555) 555-5555

- Pay commensurate with experience
- Technology + lifestyle benefits
- Training advancement allowance
- Full Time or Part Time
- Flexible Hours
- Office in Downtown Core

Visit our careers page for a list of all our career opportunities
www.klmplumbing.com/careers

FLYP-HUB

Now take a look at this
recruiting poster



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CONCEPTS

The goal of this poster is to inform qualified candidates about the open position. And hopefully, get them to call that number to apply to the company:

- The “We’re Hiring” title of this poster is larger than any other text, as well as flanked by an eye-catching icon.
- The open positions are listed next so readers can quickly see if the poster applies to them.



CONCEPTS

- The call to action, which in this case is to call that number, is highlighted in a unique color.
- The next section answers a lot of the main questions job seekers will have, without making them read a lot of text.

Start with a goal and plan your poster design around it.

CONCEPTS



Consider your target audience

CONCEPTS

A poster for the ASA Annual Society of Arts Fundraising Charity Night. The top half features a teal background with a photo of children. The bottom half has a white background with event details.

ASA
Annual Society
of Arts

Join us for our annual
**FUNDRAISING
CHARITY NIGHT**

 The Chateau Marlborough
95-117 High Street,
Blenheim, 7201 New Zealand

 Saturday, June 21, 2025
5:00pm - 11:00pm

For more details:

 Send us an email at:
info@artsociety.com

 Call us at
789-255-5596

Ticket: \$90

Includes:

- Drinks
- Five-course meal
- Entertainment

Get your tickets at:
www.eventliffe.com/amanight

The event is co-sponsored by:

- Four Seasons Caterers
- Charity Foundation of Auckland and Wellington
- The Blenheim Creative Society

For example, say you're advertising a fundraising event for the arts, like below:

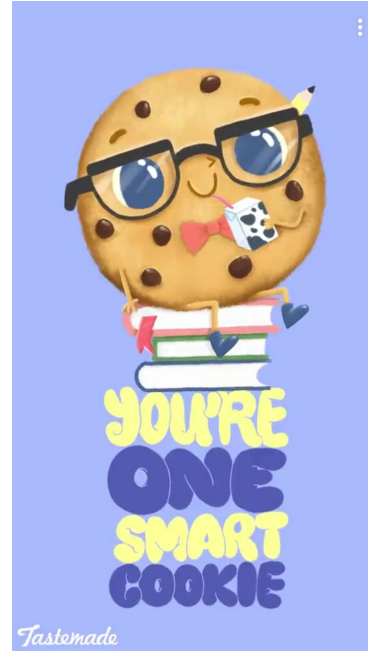
CONCEPTS



Now compare it to this poster for a
Color Run fundraiser

CONCEPTS

Decide where you want to share your poster

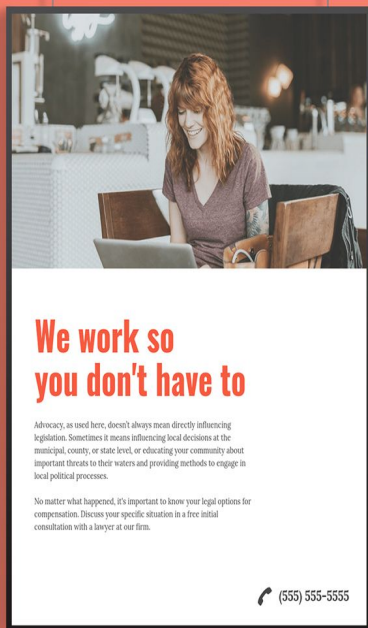


CONCEPTS

Optimize your poster for print



CONCEPTS



Visualize where you will pin up your poster



CONCEPTS

But if it's going on a relatively bare wall, print it in a smaller size and pin up a bunch of them to create a larger footprint like the minimalist poster design below:



CONCEPTS



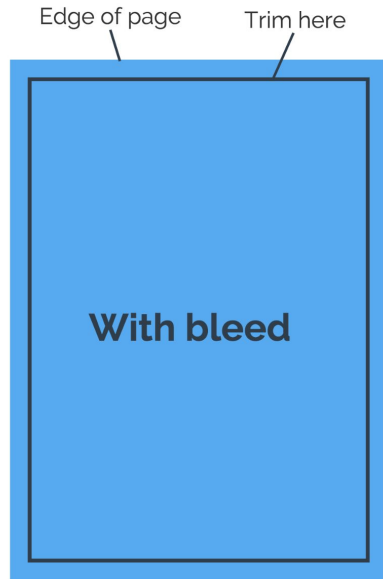
1.4141

Select a standard paper size

1

ISO A3, A4, and A5 papers have an aspect ratio of 1.4141: 1

CONCEPTS



Set bleed marks for printing

CONCEPTS

Optimize your poster for social media





CONCEPTS

These are the ideal dimensions for each of the big social media platforms:

- **Facebook:** 1200 x 628, or 1200 x 1200 for square
- **Twitter:** 1024 x 512
- **Instagram:** 1080 x 1080, or 1080 x 1350 for portrait
- **Pinterest:** You have more wiggle room here for length, but try to use a ratio of 2:3 to 1:3.5.



CONCEPTS



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CONCEPTS

Here are some things to keep in mind when picking a poster template:

- Look for a poster template with a layout that fits your vision and goals (ex. header placement, image placeholders, icons and more).
- Pick a poster template with the right dimensions for where you will be sharing your poster. (ex. on a wall, on Facebook, in an email marketing campaign, etc.)
- Remember that you can always customize your templates if there are aspects of the design that you don't like.



/ethnuscodemithra



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THANK YOU

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