

Poster Creation Pipeline - Checklist

IDEATION

- ☐ Define the purpose and target audience of the poster (event, informational, promotional, etc.)
- ☐ Write a creative brief including goals, message, required text, and visual tone
- ☐ Sketch thumbnail layouts exploring different compositions and text-image balance
- ☐ Identify key message hierarchy (headline, subtext, body, contact info)
- ☐ Create a mood board or gather reference images for inspiration
- ☐ Determine required size, orientation (portrait/landscape), and resolution

PROTOTYPING

- ☐ Set up document with correct dimensions and resolution
- ☐ Establish a grid or layout guide for organizing elements
- ☐ Add placeholder text, images, and shapes in rough positions
- ☐ Choose color scheme and typography in line with intended tone
- ☐ Refine layout to ensure strong visual hierarchy and readability
- ☐ Include all required content: logos, dates, times, contact details, etc.

TESTING AND TRIALLING

- ☐ Check legibility from different viewing distances
- ☐ Print draft version or simulate scale for real-world testing
- ☐ Review contrast, font size, spacing, and overall visual impact
- ☐ Gather peer or client feedback on clarity and effectiveness
- ☐ Adjust based on feedback, ensuring design is balanced and eye-catching
- ☐ Proofread for spelling, grammar, and accurate information

EVALUATION

- ☐ Assess whether the poster communicates its message effectively
- ☐ Ensure all brand/style requirements are met
- ☐ Document feedback and revisions made during the process

- ☐ Reflect on visual strengths and areas of improvement
- ☐ Prepare final file formats for print and/or digital use
- ☐ Archive final and source files for future updates or reuse