

Poster Designing Principles

Key concepts and examples for effective posters

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What Makes a Good Poster?

- **Visual hierarchy** guides viewer attention
- Keep your message **simple and clear**



Visual Hierarchy

**IMPORTANCE
OF EYE FLOW**

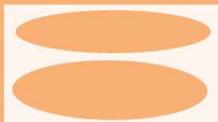
**TECHNIQUES
TO CREATE
HIERARCHY**

**EXAMPLE OF
STRONG
HIERARCHY**

Establishing a clear **eye flow** guides viewers through the content.

Use size, color, and contrast to create a **visual hierarchy**.

A well-designed poster effectively illustrates **strong visual hierarchy**.



Contrast & Balance

Understanding the importance of color contrast and element balance in design

70%



POOR CONTRAST

Leads to design failure

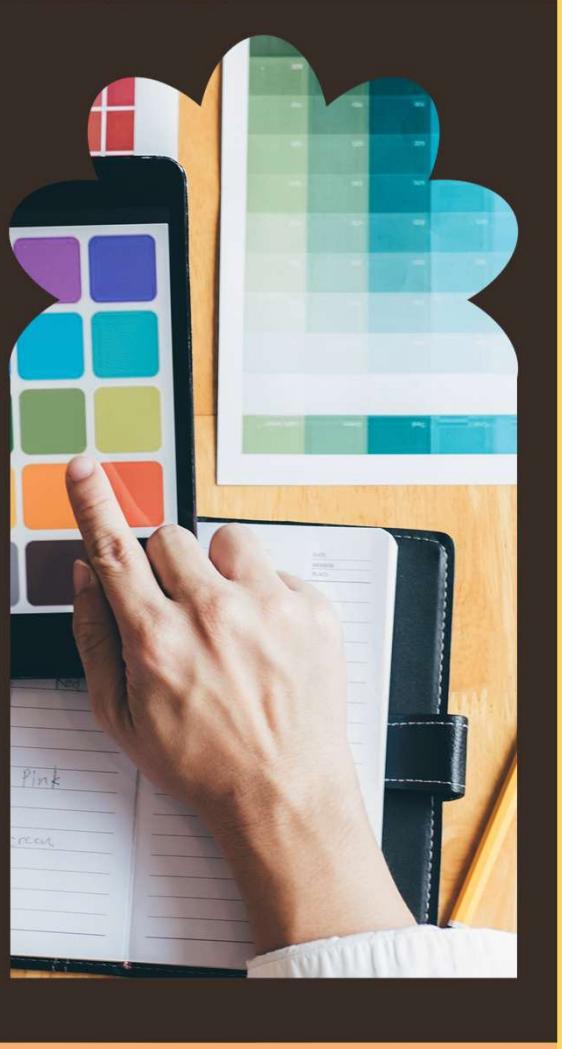
85%



**UNBALANCED
DESIGN**

Affects visual appeal

Typography Matters



Font Choice

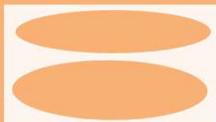
Legibility

Good Examples

Choosing the right font can enhance **visual impact** and convey the message.

Ensure that the text is easily readable from a distance to draw attention.

An effective poster uses **examples of typography** to inspire and engage viewers.



Color Palette



CHOOSING EFFECTIVE COLORS

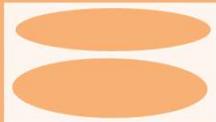
IMPACT OF COLOR PSYCHOLOGY

EXAMPLES OF EFFECTIVE PALETTES

Selecting colors that complement each other is essential for visual harmony.

Colors can evoke emotions, influencing viewer perception and behavior.

Successful designs often incorporate a cohesive color scheme for impact.



Principle 5: Imagery



USING
RELEVANT
IMAGES

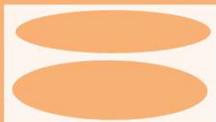
QUALITY OF
IMAGES

EXAMPLES OF
POWERFUL
IMAGES

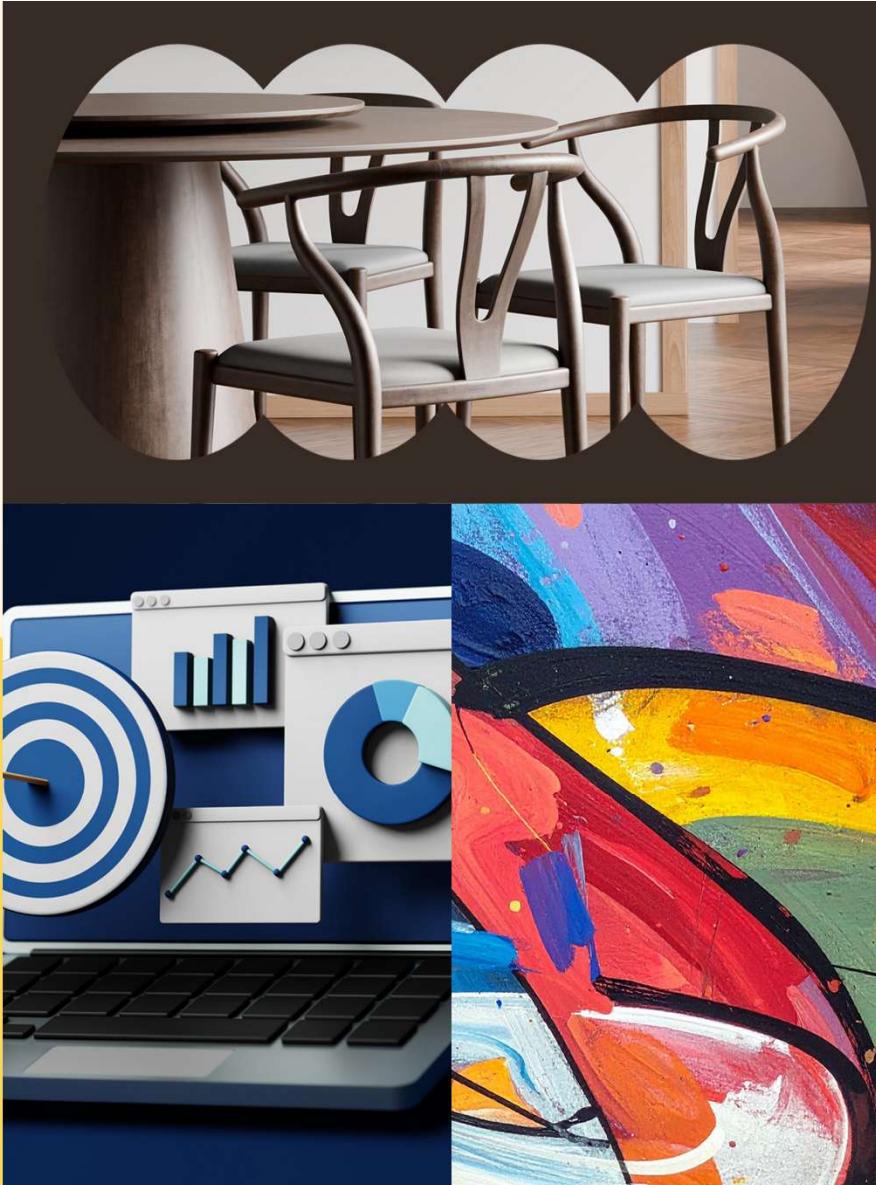
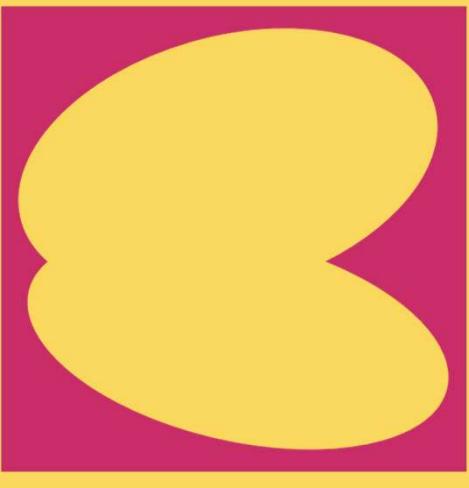
Relevant images enhance the message and **engage the viewer** effectively.

High-quality images create a professional look and **boost credibility**.

Powerful images leave a lasting impression and **inspire action**.

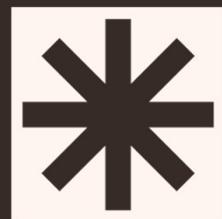


A collage
showcasing
diverse **poster**
design examples
illustrating key
principles.



Common Design Mistakes

- Avoid cluttered designs with too much information
- Ensure text is easily readable from a distance



Sample Design

- MYSTARA – 24 hr Hackathon Event
- INIT Club
- 4-5th October 2025

PES
UNIVERSITY

WIN PRIZES

< / >

**JOIN THE
MYSTARA HACKATHON!**

Unleash your coding skills on October 4-5, 2025

Participate in a thrilling 24-hour software development hackathon at the **MRD Auditorium**. Compete for a chance to win up to **Rs. 18,000/-** in prizes and exciting goodies! This is your opportunity to innovate, collaborate, and showcase your talents with peers.

INIT Club **Prof. Santosh Katti, Faculty Coordinator**

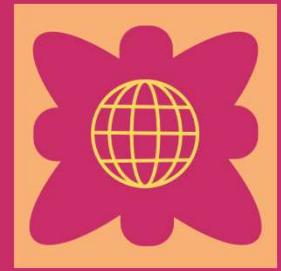
Scan the QR code to Register on or before 2nd Oct 2025

PES
UNIVERSITY
CELEBRATING 60 YEARS

Thank You for Your Attention

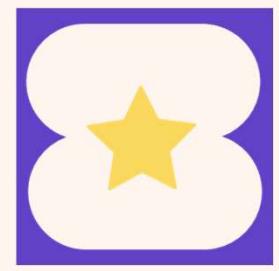
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