

# WHAT IS THE PURPOSE OF A POSTER?



**STEP 1**

## **ADVERTISING**

Advertising an idea, message, event etc in a public space.

# WHAT IS THE PURPOSE OF A POSTER?



**STEP 1**

## ADVERTISING

Advertising an **idea**,  
**message**, **event** etc in  
a **public space**.

What is the message?

Where?

# WHAT IS THE PURPOSE OF A POSTER?



**STEP 1**

## ADVERTISING

Advertising an **idea**,  
**message**, **event** etc in  
a **public space**.



**STEP 2**

## MESSAGE

**Eye catching** and  
**informative**.

What is the message?

Where?

# WHAT IS THE PURPOSE OF A POSTER?



**STEP 1**

## ADVERTISING

Advertising an **idea**, **message**, **event** etc in a **public space**.

What is the message?

Where?



**STEP 2**

## MESSAGE

**Eye catching** and **informative**.



**STEP 3**

## INFORMATIVE

Attracting attention with imagery, and/or big bold words, things you can see from a distance. Immediately informative.

# WHAT IS THE PURPOSE OF A POSTER?



**STEP 1**

## ADVERTISING

Advertising an **idea**, **message**, **event** etc in a **public space**.

What is the message?

Where?



**STEP 2**

## MESSAGE

**Eye catching** and **informative**.



**STEP 3**

## INFORMATIVE

Attracting attention with imagery, and/or big bold words, things you can see from a distance. Immediately informative.



**STEP 4**

## CALL TO ACTION!

What you want the audience to do, go to an event, look at website, buy something, make a life change etc





## THE X LAYOUT

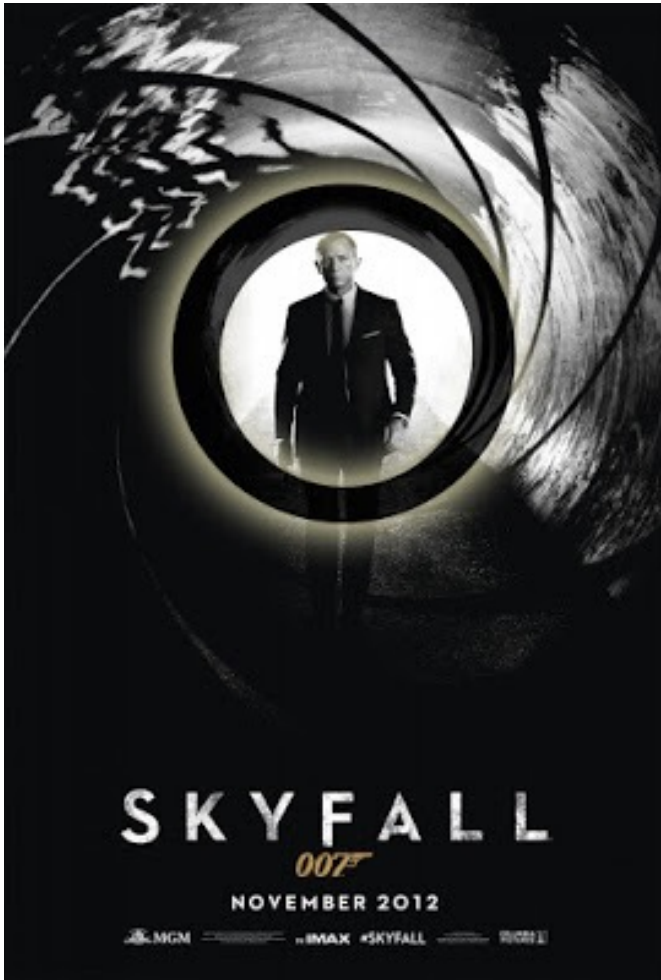


## THE Z LAYOUT





## THE TRIANGLE LAYOUT



**CIRCULAR OR  
OVAL LAYOUT**