

Style Tips for Designing Posters

The following list of tips will help in the overall design concept for creating beautiful and effective posters.

❖ *Posters are Admired from Afar*

- Be sure your poster conveys your message from a distance. Think of it like a mini billboard seen from a car – you want to get your important information across without the observer needing to concentrate too hard.

❖ *Bold is Beautiful*

- Strong fonts are more easily seen than thin, fancy fonts. Also, use large font sizes – eighteen point text might look big on a standard sized paper, but when viewed on a poster from several feet away it might not be as readable.

❖ *Busy Backgrounds are Bothersome*

- Try not to use backgrounds with patterns that have fine detail one must be close up to see. Also, try to avoid strong lines or dark pictures that may detract from the content of the poster's text and images.

❖ *Margins Matter Man*

- Just as with a report, be sure to incorporate a margin for your poster. Unless going for an "off the edge of the page" type effect, at least ½ to 1 inch is a good margin for the content – the background, of course, can go all the way to the edge for style. Also, try adding a specialty border between the edge and margin for that finished look.

❖ *Don't Mess with the Fightin' Blue Hen*

- All of UD's logos are trademarks and there is a 70 page document describing their proper use (<http://www.udel.edu/ocm/licensing/policies.html>). But, just keep these guidelines in mind and you probably won't go too wrong:
 - Don't use just any image, get it from the website <http://www.udel.edu/ocm/licensing/>
 - Don't stretch the image out of shape
 - Don't change the colors
 - Don't add anything to the image
 - Don't use a white background image on a non-white background poster

❖ *Pictures Look Great in Frames*

- Using pictures with white backgrounds on a poster with a colored background can look disconnected from the main concept. Instead, try adding a border and drop shadow to make it become part of the poster.

❖ *High-Res is High-Def*

- Whenever possible, use high resolution images, not low resolution ones taken from web pages. Stretching a low-res picture to make it larger will make it look grainy or blurry. Try using search tools on Google's image search to find "large" or "medium" pictures.

❖ *Complementary Colors Complete the Look*

- Try to avoid similar colors that may blend together, such as blue on black or orange on red. Using complementary or contrasting colors is best. If necessary, add a white outline to dark text on dark backgrounds to make them pop!