

poster DESIGN

TYPE & IMAGE

Contrast

Hierarchy

Alignment

Proximity

Balance

Space

Repetition



A poster should grab attention and be a quick read.

What key message will the viewer take away?

How do you make your poster design stand out in the crowd? Posters are seen in public places and are scanned quickly, maybe as you walk past them in the street or see them from a bus.

The poster needs to persuade the audience to take action somehow, to go the next step by booking a ticket for a concert, by joining an environmental group or buying the new ice-cream flavour...



The best posters communicate a simple, direct message.

https://www.youtube.com/watch?v=DbQ3_IkyZ7o&feature=share

Neli Tafa (NZ) 3:43 mins.....a good introduction to poster design.

Poster Task: Copy and paste 3-4 posters A6 size onto a workbook page. As you go through these slides identify the conventions of poster design.



This poster grabs attention with strong colour play and a simple image. The designer doesn't tell you the full story straight away, but makes you work a little to 'get' the idea.

Poster for 'Summer City' campaign, Wellington 2017

Contrast

Try these ways of using contrast in your work.
Go to the extreme.

- Big/small (scale)
- Light/dark (tone)
- Thick/thin (line)
- Smooth /rough (texture)
- Horizontal/vertical (movement)
- Organic/geometric (shape)
- Colour/black & white

Contrast analysis of posters: Identify contrasts. There may be many in one poster, as this poster has.

How does the contrasts enhance the poster?



Hierarchy (relates to eye path)

<https://www.youtube.com/watch?v=J4OcaR-o1R0> 7.56mins

Hierarchy is the 'order of importance' of the design elements

Image must grab your attention & immediately give you the idea of the poster

Images can be photographic +/- illustrative.
Graphics - drawing elements (lines, shapes, quirky drawings etc) In this poster it is the net of lines around the dancer.

Type **Title** keep it bold and simple.
Sometimes the title is a 'teaser' to engage the viewer rather than fully explaining. 'Soul Kitchen' doesn't tell the whole the story.

Tag line or Strap Line or Copy Line complements the title and offers a brief explanation of what the title's all about. Here the tagline "Love, Life & Friendships" gives us more idea of what the dance Soul Kitchen might be about.

Event Information

LOVE,
LIFE &
FRIENDSHIPS

**SOUL
KITCHEN**

OPENING NIGHT

**JUNE 14
2013 / 7 PM**

www.motiontheater.com

**MOTION
THEATER**

Motion Theater
presents



Hierarchy

Event Information

Second Subheading – the name of the dance company is also a subheading. The viewer is drawn to the company name 'Motion Theatre' by the series of thin lines coming to a point at the bottom right.

Events information: When, Where

On this poster there is the **date**, Opening night start **time** highlighted in blue to stand out from the date.

Contact details – usually just a **website** where you can book Online. It could have links to Twitter, Facebook, a Blog, Instagram etc

Hierarchy analysis of posters: Look at the contrast of size in the different information groups. List the order of importance from most to least important element.



Typography

Designers choose typography carefully.

The shape, weight, proportion, colour and placement of the letterforms should help to communicate the message. It's not just what the words say, it's how it is said that counts. Posters usually have large scale headings, so it is essential that the type & image complement each other, either by being very similar in feel of by being very different.

Golden Rules:

Keep it **simple**: Usually no more than **2 fonts**.

Use the font family of a typeface - that is, the same font but change the size & weight to give variety.

Use **hierarchy** or **scale contrast** in the type to help the reader navigate the poster. Use **white space** to good effect.

In this poster (right)

Typography is manipulated to create an eye catching heading.

A simple, sans serif typeface allows for complex manipulation and can still be easily read. The circle is emphasised and repeated in the shape of the numerals 89, and in the circular images of the designers below. Minimal use of colour. Designed on a grid with a lot of white space.



Typography

In this poster, one typeface family is used in contrasting point sizes to creatively advertise the Tallinn ylb art studio. (including the forward slash, full stop and dashes //.. ---) →

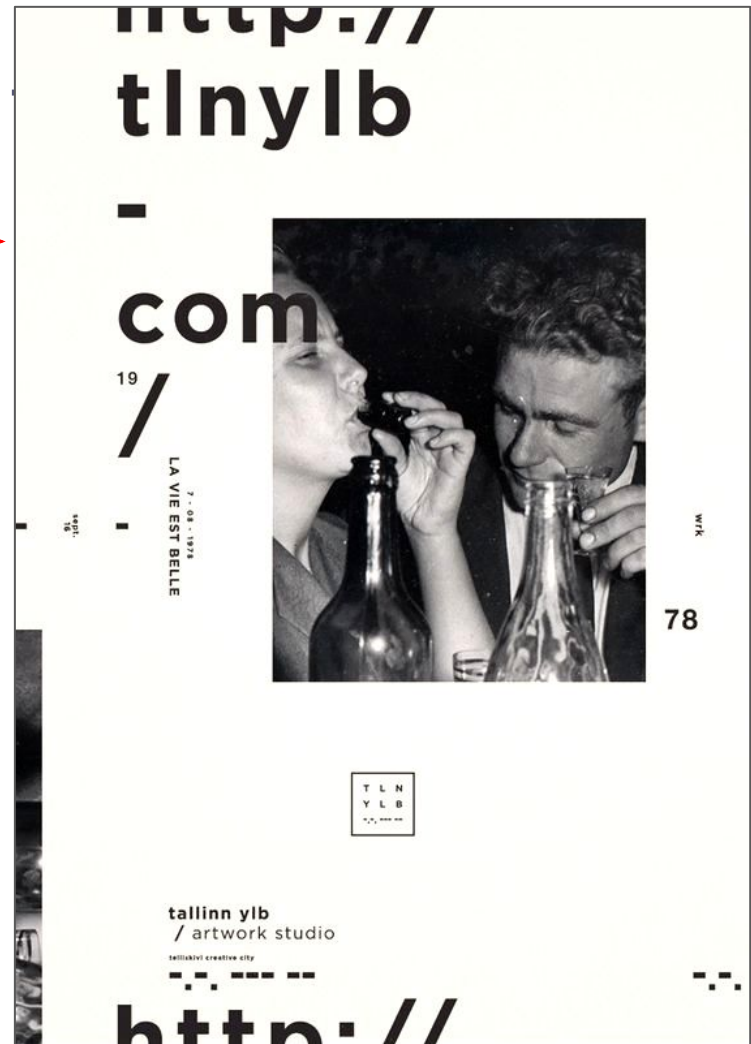
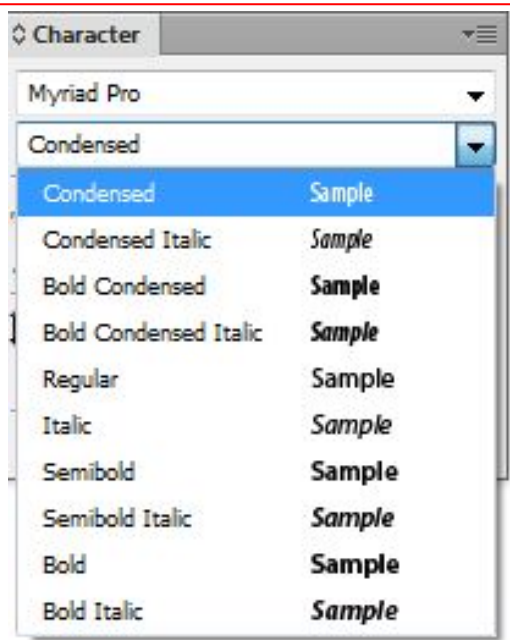
Use of a strict grid structure ties the seemingly random placed dots and dashes into the whole design. Note the smart use of white space.

This is an example of the typeface or font family 'Myriad Pro'.

There are 10 weight options to choose from.

This clip is from the character window in Indesign.

Window > Type > Character



Typography

Mixing typography is tricky, but can give great results.

Here is an example of a heading custom made for a dance biennale. It gives the poster a quirky and lively component. The poster looks complicated, so why does it work?

- 1) 'Danse' is simplified by using black. 2) The individual letters are placed into a tight layout. Look at the vertical line through A, N, E.
- 2) the type is ordered on a strict grid -verticals and horizontals.
- 3) The customised heading and the sans serif font style are carefully integrated into the image of the figure.
- 4) Pops of yellow, pink and blue bring energy to the poster image.
- 5) Ambiguous space (the bottom of the poster could read as the bottom of the wall or a faraway landscape)

If you use experimental typography in the heading it's generally a good idea to use accompanying fonts that are clean and simple.



Alignment

Alignment is simply 'lining up' the elements in your poster.

Strengthens, unifies, organises.

Connects the separate pieces & organises the page.

Makes reading the poster easier.

It helps direct your eye around the poster (eyepath)

This poster has a strong grid structure to align the many separate pieces of text. The text has been dealt with in several different ways. Alignment on the grid allows all these pieces to come together as a whole.

The yellow rectangle unifies and creates a central core in the poster.

Note the use of black & white line drawing to simplify what could have been a very busy poster. Taking out colour has simplified communication of the ideas.



Alignment

Alignment analysis of posters: Make notes on where you see elements aligned. Rule along alignment lines.

Make a brief comment on any elements that help to unify the image. Eg here it's the yellow box and the reduction to black & white of some elements.



Proximity

Proximity is about grouping the same sort of information together. Having chunks of information, rather than a lot of small pieces of information floating around the poster.

Grouping

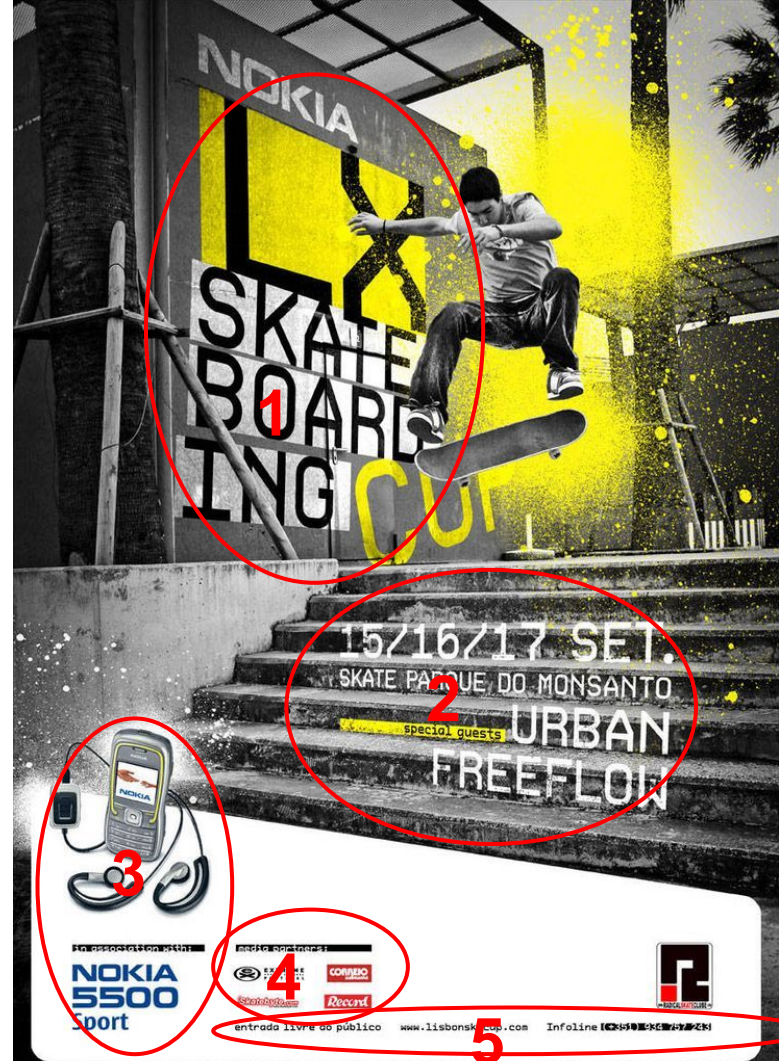
- makes reading the poster easier.
- helps you to structure the information.
- avoids a lot of small pieces of information.

Skate poster hierarchy

1. Heading & main sponsor 'Nokia LX Skateboarding Cup'
2. Place of the event & Special Guests
3. Ad for Nokia
4. Sponsor partners
5. Contact information

Proximity - the What, Where, When & Who of events.

Proximity analysis of posters: Circle the groups of information. What identifies each group. How does proximity help the reading of the poster?



Balance

Balance is equal distribution of weight

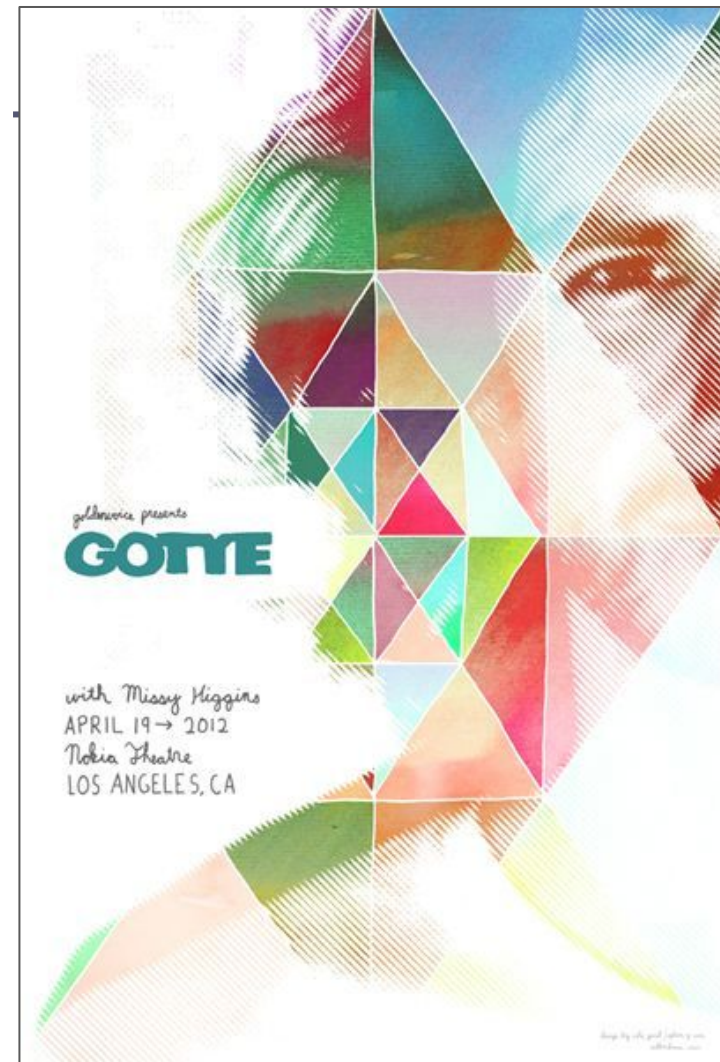
A Balanced composition can be Symmetric or Asymmetric

Poster 1

The face and imagery are **symmetrically** placed. Our eye travels down the blood drop and links (by colour) to the heading information. (off centre) The other information is contained in a rectangular shape at the very bottom of the poster. Plenty of 'white space'.

Poster 2

The face is **asymmetrically** placed. Our eye is pulled across the poster to focus on the eye of the figure. This strong visual pull is balanced by the blue heading on the left that catches our eye and brings us back into the poster.



Balance of Type and Imagery

Balancing the type and image is essential.

Poster 1

We tend to see both the image and type at once in this poster. Because the type is entwined with the image it takes a few seconds to work out what it says. The bold sans-serif font helps the reading.



Poster 2



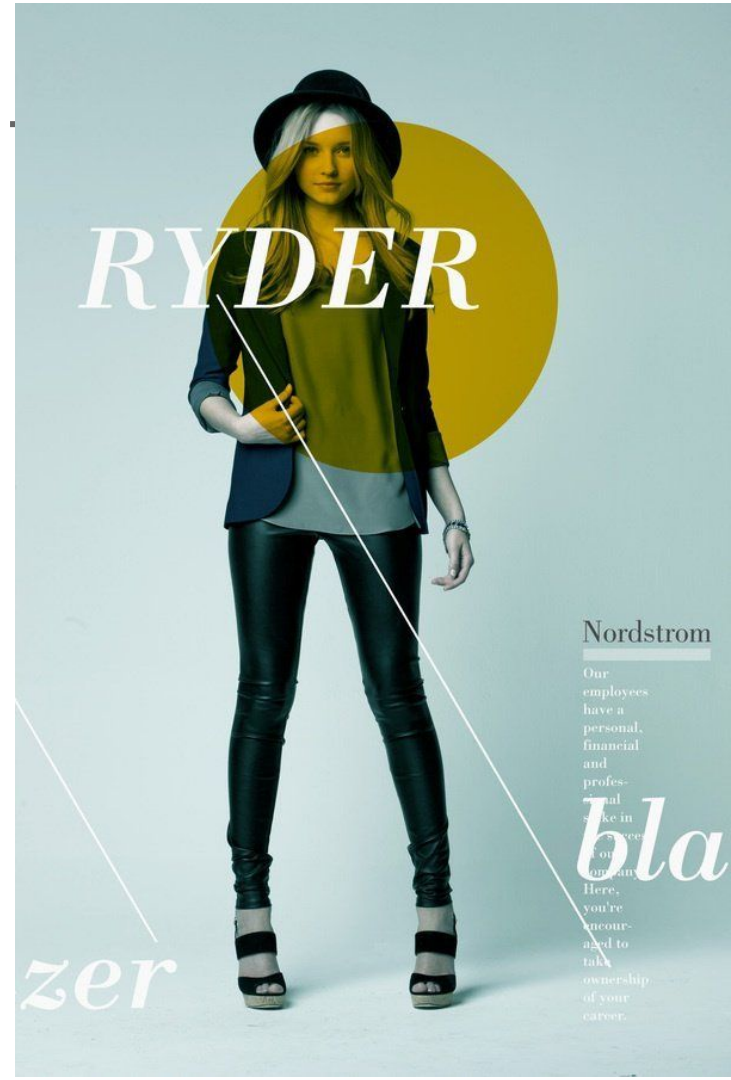
White Space

White space in a piece of design is unused space, or space around an object. It is also called negative space. (the object is the positive space)

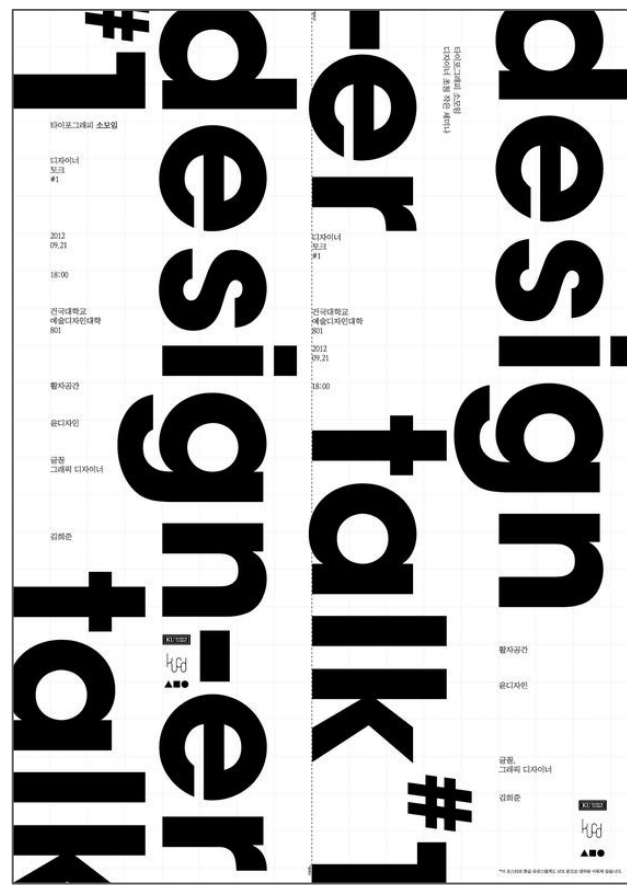
White space helps to separate paragraphs of text, graphics, and other portions of a design, and helps it look less crowded.

Information in these 2 posters is tied in across white space with fine lines.

Analysis of posters:
Explain how the white space makes the poster more effective.



White space /negative space



Layering

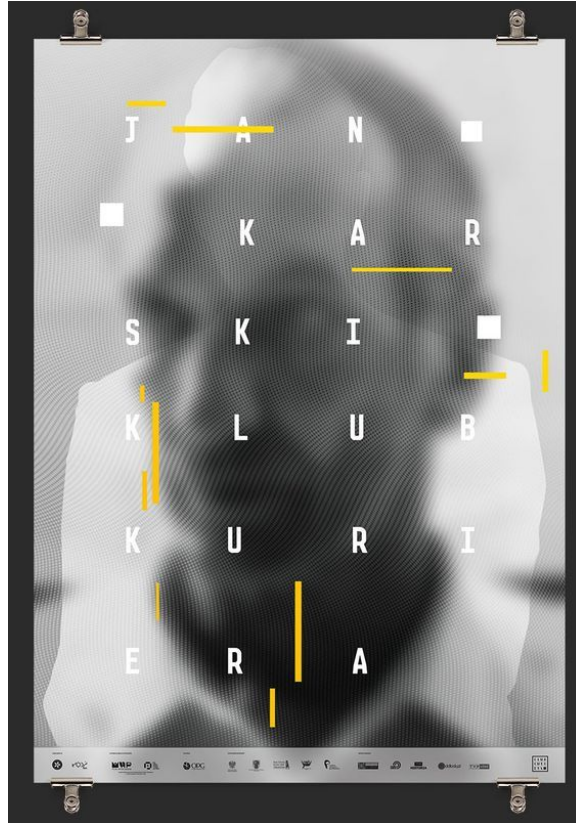
Layering adds to the sense of depth in an image.

With...

Transparency

Overlapping

Offsetting
you can create a feeling of 3 dimensions.



Colour

Use colour to create energy, and mood, to attract the viewer and help them navigate the poster.



Recommended video list

https://www.youtube.com/watch?v=DbQ3_lkyZ7o&feature=share Neli Tafa (NZ) 3:43 mins.....a good quick intro to poster design.

<https://www.lynda.com/Graphic-Design-tutorials/Design-powerful-poster-Work-your-photo-against-it/365959/434269-4.html?autoplay=true>
7 mins This video is about making a poor poster into a good one.

<https://www.youtube.com/watch?v=a5KYIHNKQB8&t=7s> 5.14 mins Beginning Graphic Design: Layout & Composition

<https://www.youtube.com/watch?v=Zhs2MEPCmju> 2.54 mins How to design a movie poster

https://www.youtube.com/watch?annotation_id=annotation_197777019&feature=iv&src_vid=a5KYIHNKQB8&v=sByzHoiYFX0
typography

<https://www.youtube.com/watch?v=sByzHoiYFX0> 6.23 mins Typogarchy

Paula Scher videos

<https://www.youtube.com/watch?v=LqHXbWAnyx0> 3.00 mins Paula Scher and Pentagram Design company

<https://www.youtube.com/watch?v=atn22-bmTPU&t=1s> 21.56 mins Paula Scher Design as play

<https://www.youtube.com/watch?v=bVtLtHR-xek> 3.05 mins Diagram of a meeting by Paula Scher

Blog links

Gig posters <http://www.creativebloq.com/design/inspiring-gig-posters-1212720>