

WHAT MAKES A SUCCESSFUL POSTER?



THE AUDIENCE

Able to connect with a large target audience.



THE LOOK

Confident and effective manipulation of text and images.



THE MESSAGE

Effective use of design to represent ideas and convey meaning.



THE FEEL

A sophisticated understanding of the ways that conventions, context and ideologies affect meaning.



THE LAYOUT

A resolved, complete and coherent design that is innovative and/or sophisticated.