

# WHAT MAKES A SUCCESSFUL POSTER?



## THE AUDIENCE

Knowing what appeals to the audience.

---



## THE LOOK

Carefully chosen images and text.  
Easy to read from a distance.

---



## THE MESSAGE

A clear message that's easy to understand.

---



## THE FEEL

Appealing to the audience's emotions.

---



## THE LAYOUT

Consistent use of colour, shape, pattern, line,  
compositions and symbols