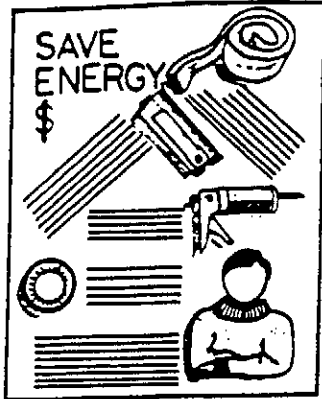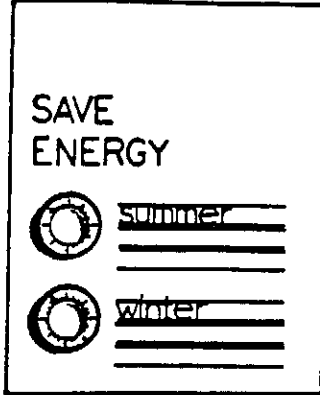# Poster Design Tips

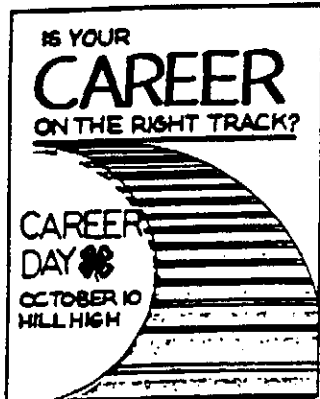Too many ideas on one poster

One idea is more effective

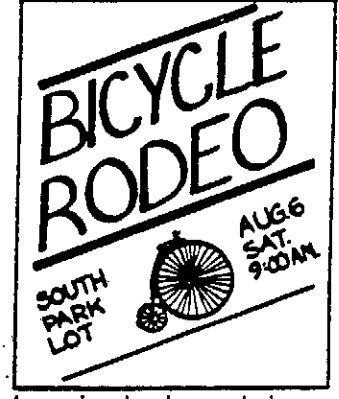Good use of body copy

Poor use of body copy

Lines or shapes direct the eye to a point of interest

Illustration dominates design

Lettering dominates design

Placement of objects determines balance

Symmetrical composition

Asymmetrical composition

Scattered composition

Grouped composition

Lettering/art too small

Lettering/art in proportion