Effective Poster Design

1. Easy to read from a distance
2. Contrast
3. Consider size and location
4. One big visual
5. Plenty of space
6. Call to action
7. Effective typography
8. Have fun
Effective Flyers

1. Brief
2. Digestible sections
3. Bullet points and infographics
4. Catchy headline
5. Call to action
6. Contact information
7. Location
8. Two-three complimentary colors
9. Two-three fonts
10. Proofread
Apps & Sites

Adobe Spark
spark.adobe.com

Canva
canva.com

Pexels
pexels.com

Piktochart
piktochart.com

Poster My Wall
postermywall.com

PowerPoint
video tutorial
step-by-step article