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## Secrets of Impactful Poster Design

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**Trainer:** Mark Edwards

**Duration:** 2 x 3-hour videoconferences

**Language:** English

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How to stand out in a world of boring grey boxes with no relief and five thousand word unreadable texts with no visual communication and endless titles that do not catch the attention and significantly understate the contents due to lack of confidence on the part of the author that leads them to believe that using visual techniques will make them seem gimmicky.



Conclusion

### *Standing out in a world of grey boxes*

A guide to the essential steps to designing a powerful poster. What has visual impact – and what to avoid. Practical, easy-to-apply tips to create a professional standard of output. Integrating the principles of visual communication to poster design, and the course leader's recommendation for easiest software to learn.

- Starting right: writing and editing the text to provide a powerful focus
- Essentials of visual logic
- Finding the optimum layout:
- Principles of 'Grid Design'
- Software tools: Powerpoint, Adobe illustrator, Corel Draw
- Powerpoint techniques and brief top tips tutorial
- Use of Imagery: What works, and what doesn't – with examples
- Graphic Design or hand-drawn illustration?
- Photoshop and other photo-manipulation software
- How to test the poster and obtain feedback

Using a lively mix of Design theory and practical techniques, software tutorial, discussion, and group evaluation work this course examines the essentials of creating an impactful and memorable poster design.

**This course includes the opportunity to sow your own poster design, to obtain feedback from your colleagues and individual advice from the coach**