

# TIPS FOR **CREATING** A POSTER

[WWW.ABOLITION.FR](http://WWW.ABOLITION.FR)

ENSEMBLE CONTRE LA PEINE DE MORT 69 RUE MICHELET 93100 MONTREUIL, FRANCE.

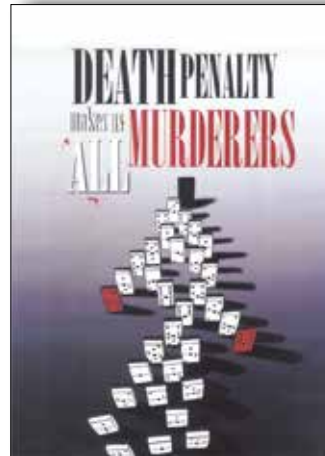
# CHOOSING A TECHNIQUE



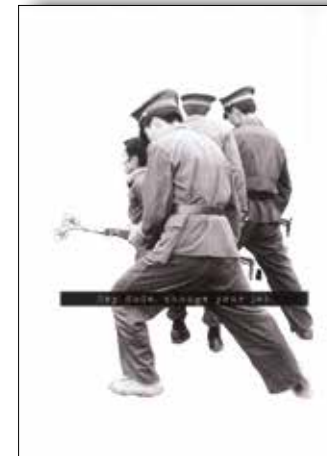
**DRAWING**



**COLLAGE**



**GRAPHIC DESIGN**

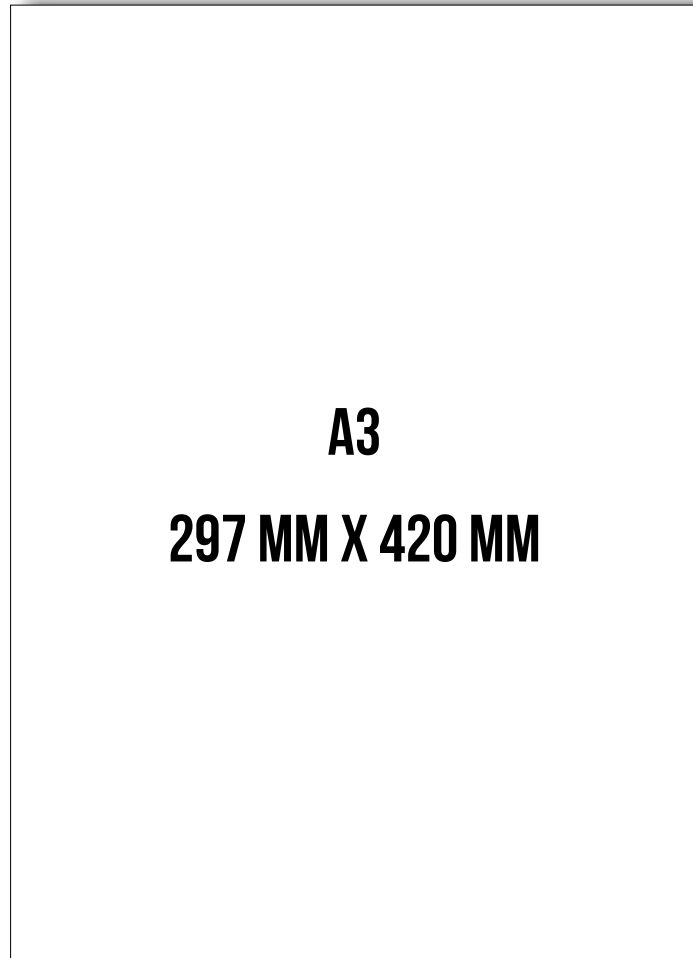


**PHOTOGRAPHY**

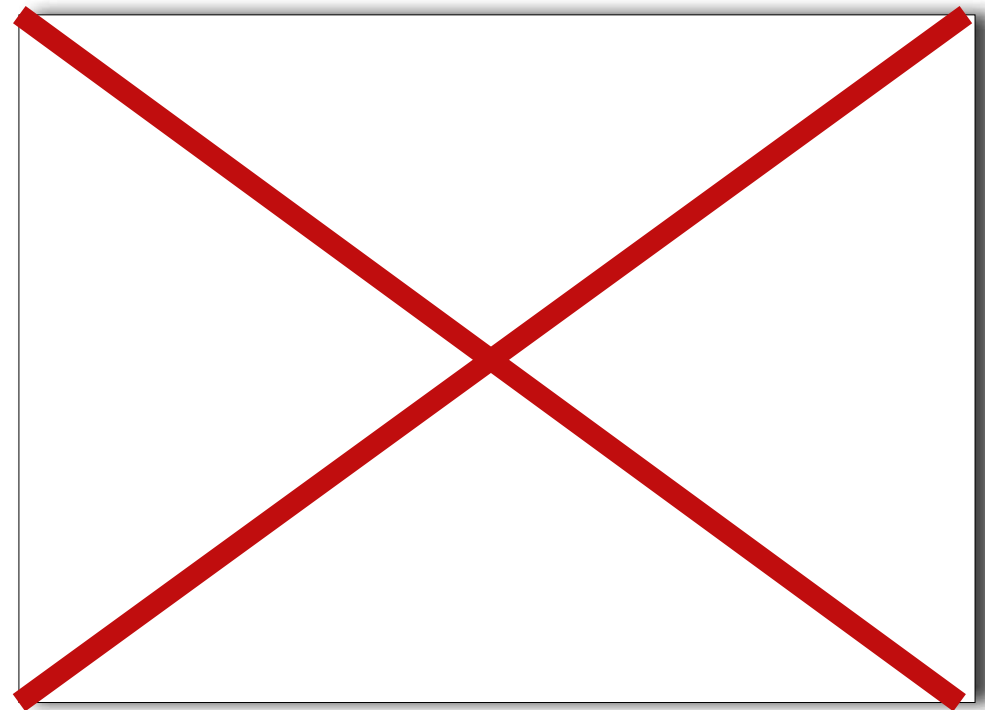


**PAINTING**

# FORMAT



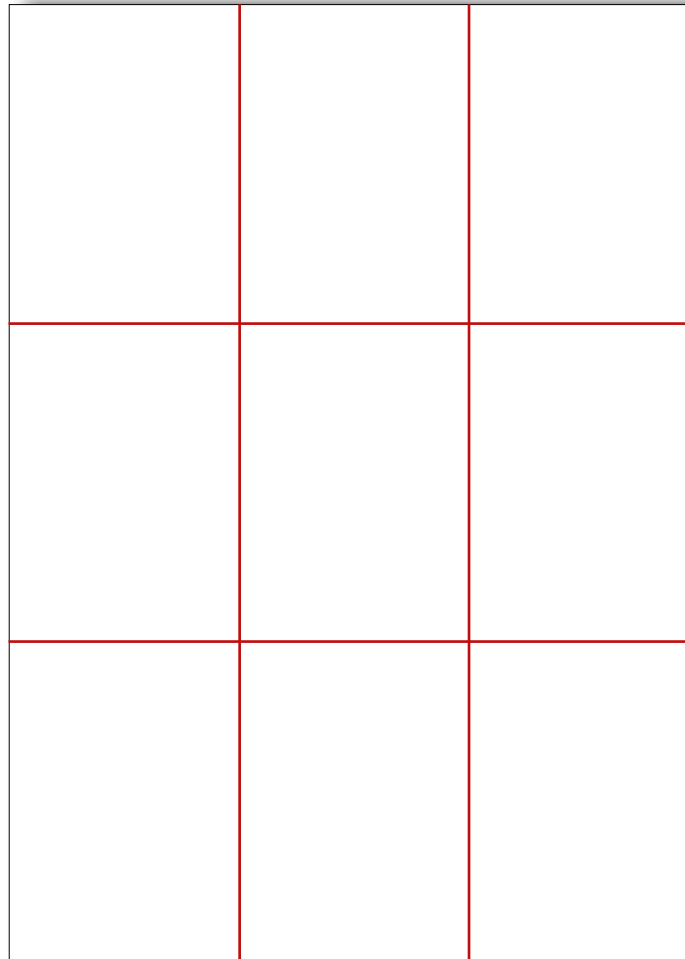
**USE THE VERTICAL FORMAT  
OR "FRENCH FORMAT"**



**LANDSCAPE FORMAT  
OR "ITALIAN FORMAT"**

# THE RULE OF THIRDS (1)

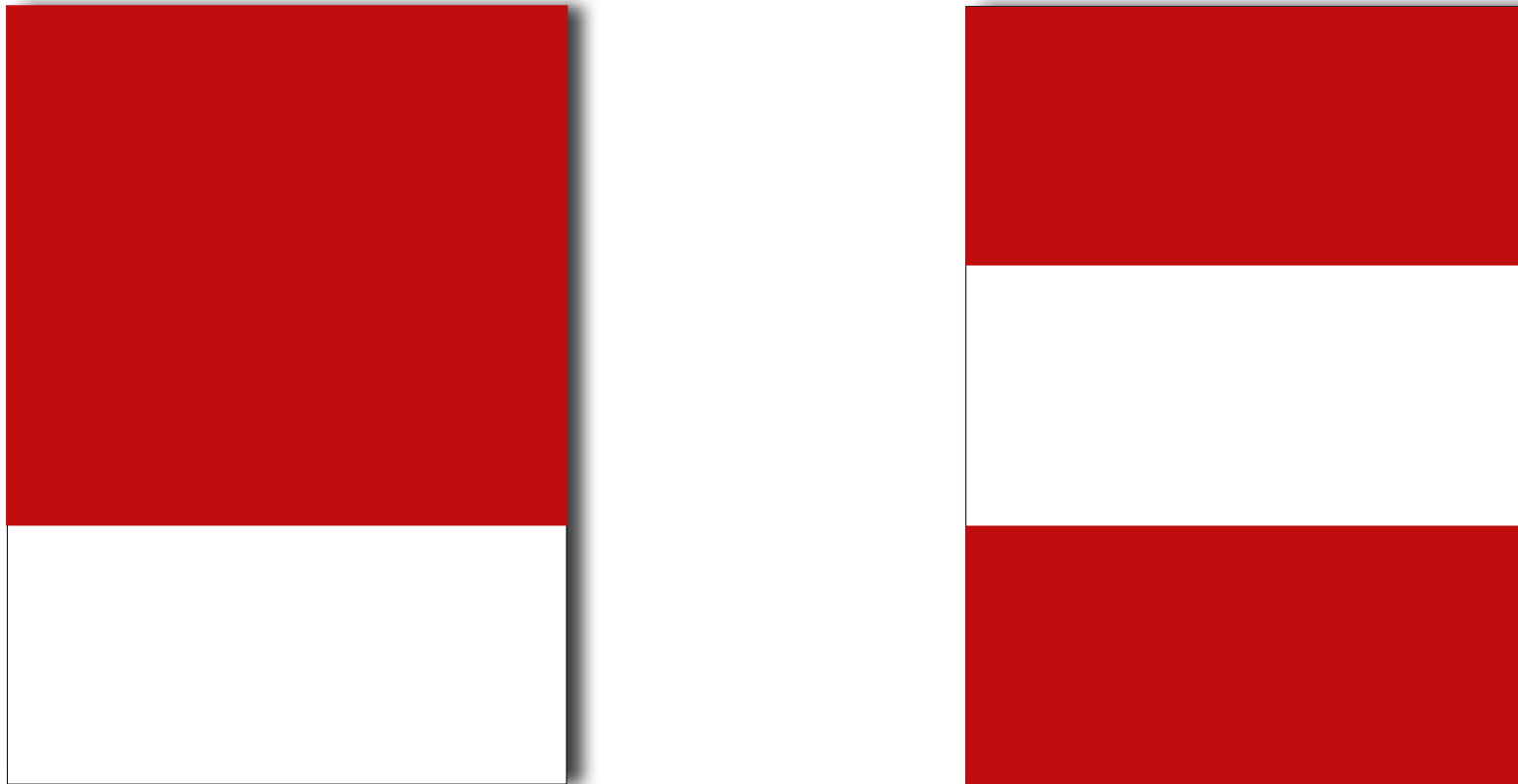
**PLACE MARKERS  
TO DIVIDE THE  
POSTER INTO 3 PARTS  
(HORIZONTALLY  
AND VERTICALLY).**



1

# THE RULE OF THIRDS (2)

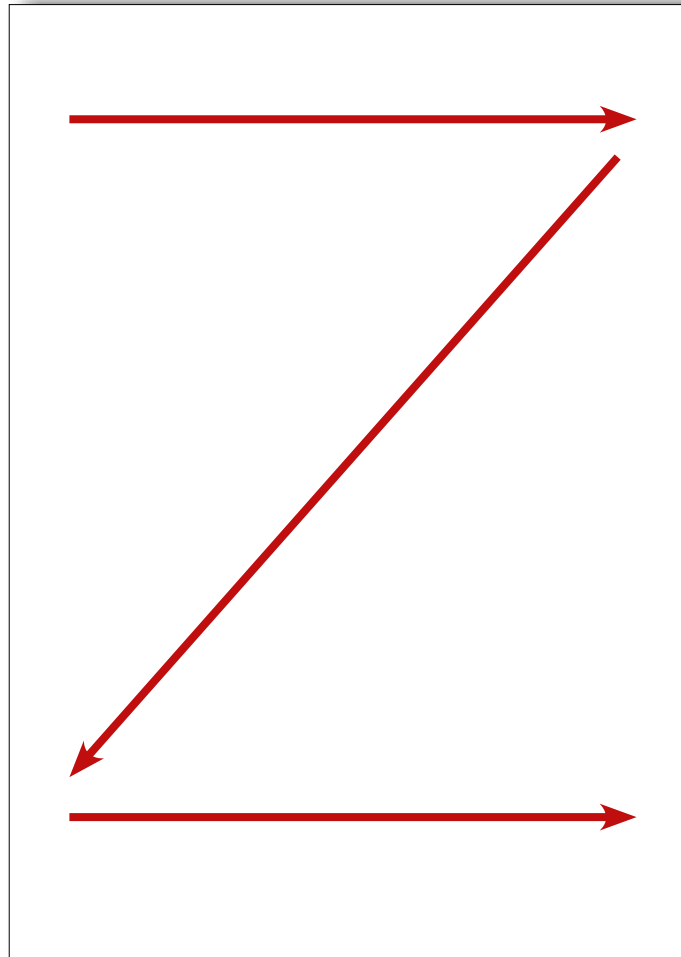
**THIS GRID WILL HELP YOU TO ORGANISE THE VARIOUS ELEMENTS OF YOUR POSTER TO GIVE BALANCE TO THE TYPESETTING.**



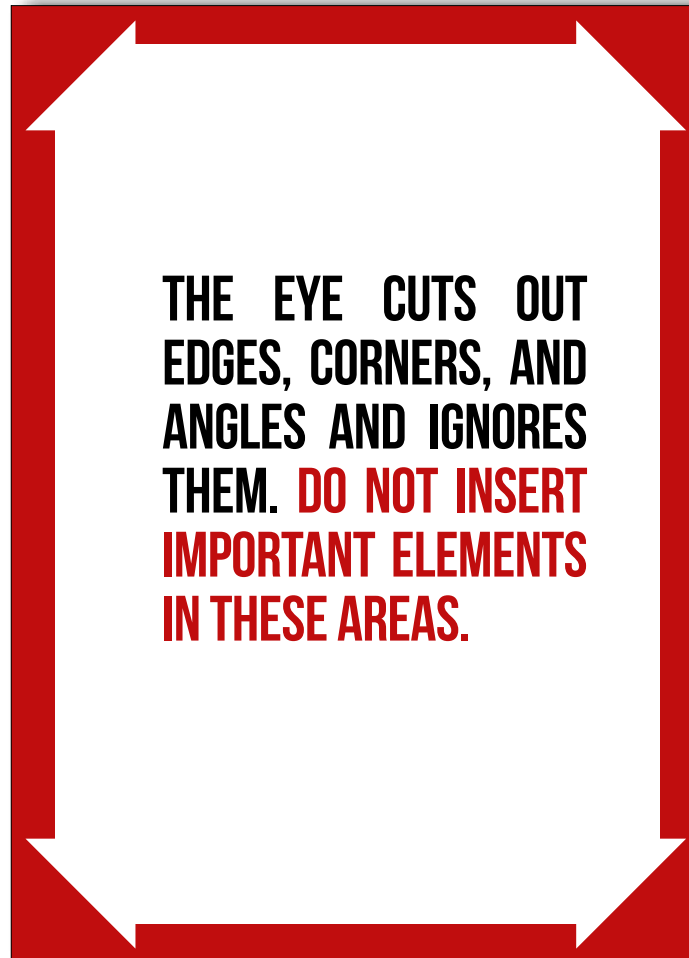
**WHEN THIS RULE IS RESPECTED, IT GUARANTEES THAT A GRAPHIC CREATION IS BALANCED AND THAT IT WILL ATTRACT ATTENTION.**

# READING DIRECTION

**KEEP  
THE POSTER'S  
READING DIRECTION  
IN MIND TO ENSURE  
A POWERFUL CREATION  
OR TO HIGHLIGHT  
A CERTAIN ELEMENT  
ON THE POSTER.**

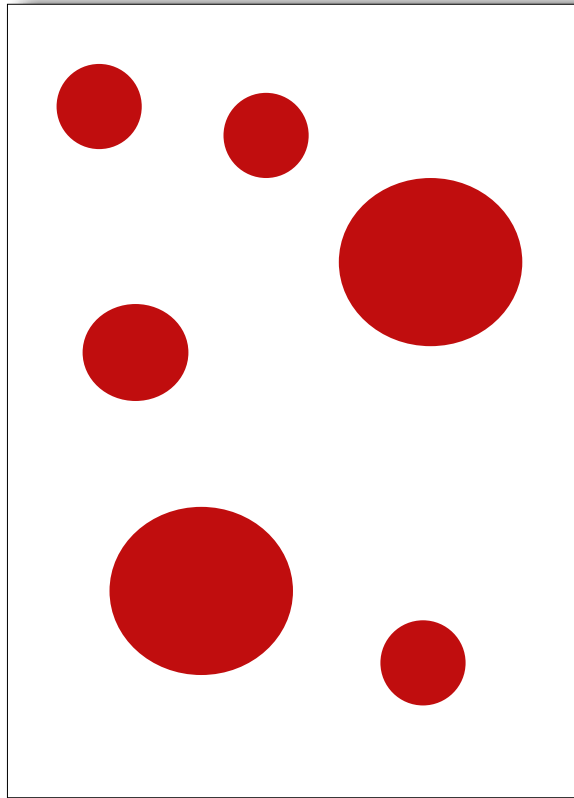


# READABLE AREA



1

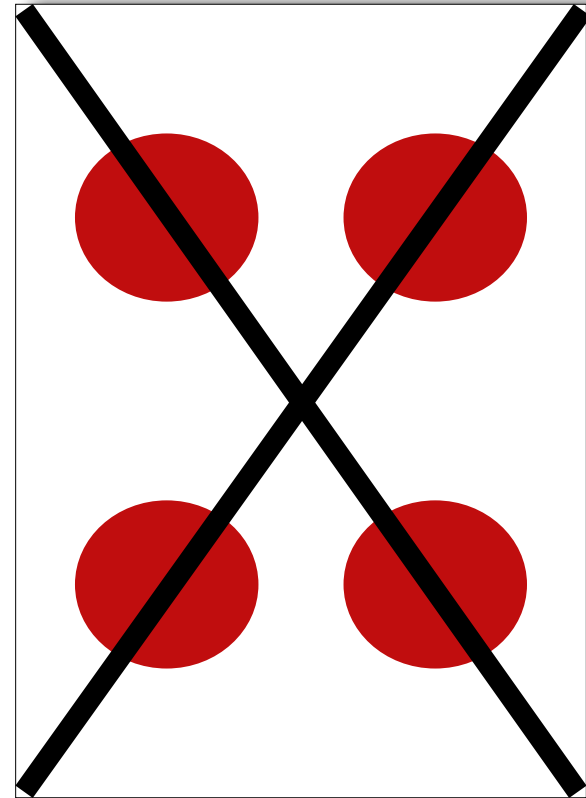
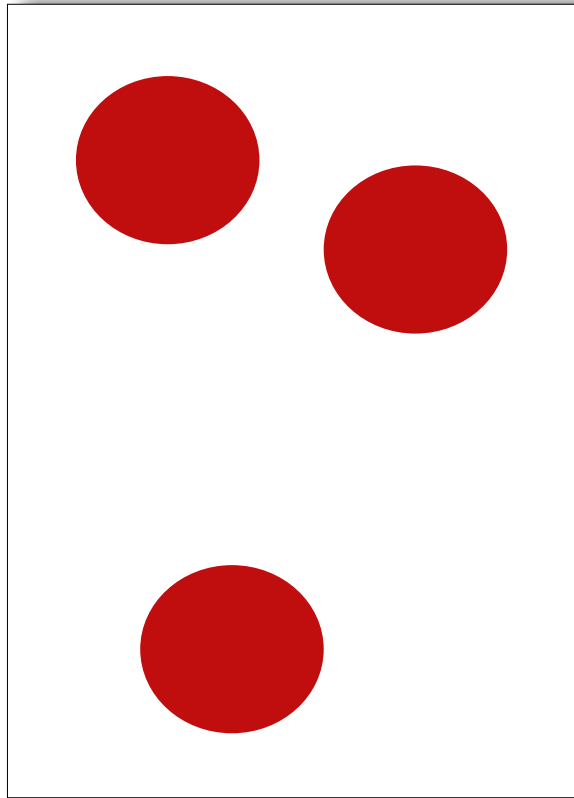
# BREATHING SPACES



LEAVE EMPTY SPACES TO AVOID **FEELING SUFFOCATED** BY THE LAYOUT.



# ASYMMETRY



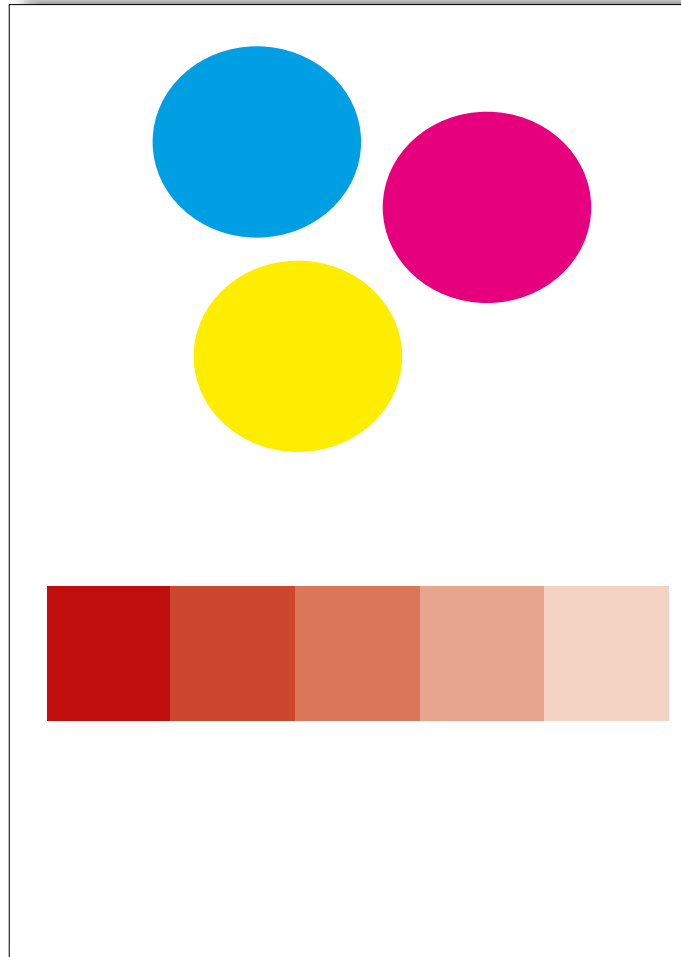
**GIVE MORE DYNAMISM TO YOUR CREATION **BY FAVOURING ASYMMETRY.****

# CHOOSING COLOURS (1)

**CHOOSE A  
HARMONIOUS  
COLOUR SCHEME**

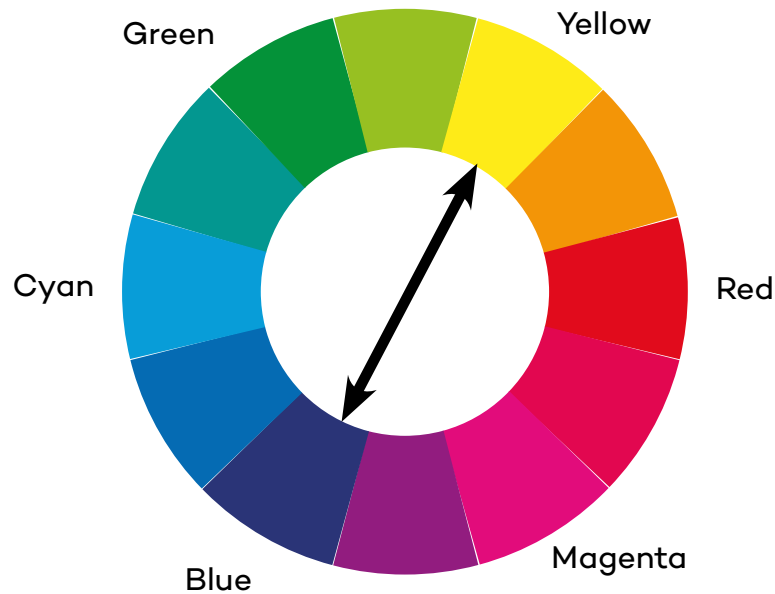
**DO NOT USE MORE  
THAN THREE  
DIFFERENT COLOURS...**

**... BUT USE VARIOUS HUES.**

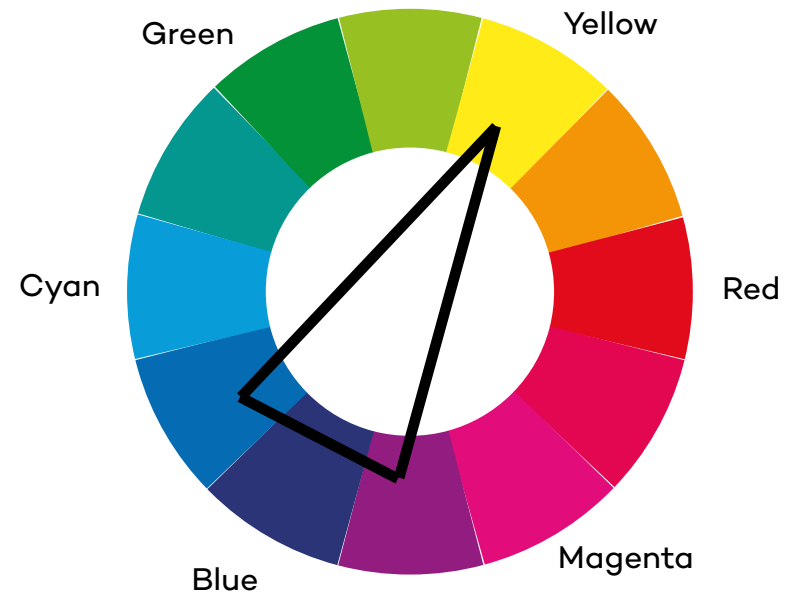


# CHOOSING COLOURS (2)

YOU CAN USE THE **COLOUR WHEEL** TO CHOOSE YOUR COLOURS.



**TWO COLOURS  
ARE COMPLEMENTARY  
(AND HARMONIOUS)  
WHEN THEY ARE  
ON OPPOSITE SIDES OF  
THE COLOUR CIRCLE.**



**TO CHOOSE  
THREE HARMONIOUS COLOURS,  
JUST PICK A BASE COLOUR  
AND TRACE AN ISOSCELES  
TRIANGLE ON THE COLOUR  
WHEEL.**

# CHOOSING COLOURS (3)

BEAR IN MIND **THE SIGNIFICANCE OF COLOURS.**  
A FEW EXAMPLES:



**WISDOM, MELANCHOLY, SERENITY, TRUTH...**



**ANGER, LOVE, DANGER, PROHIBITION, VIOLENCE...**



**DEATH, SORROW, VIOLENCE, MYSTERY...**



**PURITY, INNOCENCE...**

# TEXT (1)

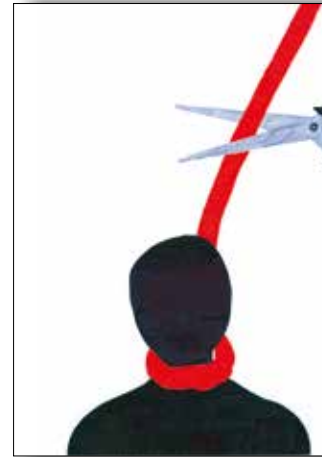
**TEXT IS NOT MANDATORY  
BUT CAN COMPLEMENT GRAPHIC ELEMENTS.**

**DO NOT USE LONG SENTENCES —  
USE KEY WORDS INSTEAD.**

**EXAMPLES:**

- **ABOLITION NOW**
- **INJUSTICE**
- **NO TO THE DEATH PENALTY**
- **INNOCENT**
- • •

**PRIORITISE INFORMATION.**



Example of a powerful poster  
without text / with text only



# TEXT (2)

READABILITY - **SIZE** OF THE TEXT.

**BEWARE: LARGE** WRITING DOES NOT  
NECESSARILY INCREASE READABILITY. .

Use A **MAXIMUM**  
OF THREE  
different  
FONTS

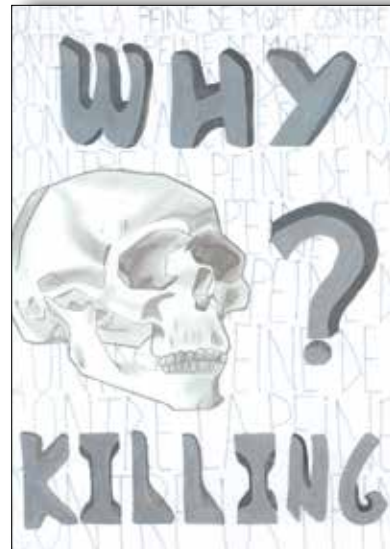
**UPPER OR** lower case? **BOLD OR NOT ?**  
VARY ACCORDING TO THE INFORMATION'S DEGREE OF PRIORITY.

# DO



- ✓ **GO STRAIGHT TO THE POINT**
- ✓ **MAKE YOUR MESSAGE UNDERSTANDABLE BY ALL**
- ✓ **LEAVE EMPTY SPACES**
- ✓ **FAVOUR ASYMMETRY TO MAKE YOUR CREATION MORE DYNAMIC**
- ✓ **KEEP YOUR WRITING NEAT**
- ✓ **USE ELEMENTS OF DIFFERENT SIZES TO GIVE DEPTH**
- ✓ **PROOFREAD YOUR POSTER**

Example of a poster with neat writing.



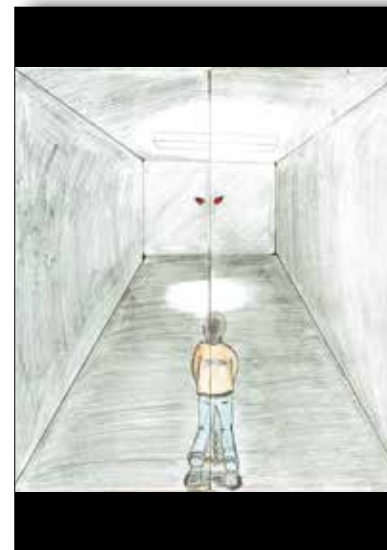
Example of a poster which is straight to the point and respects the 2/3 - 1/3 rule.



Example of a poster with empty spaces:



Example of a poster giving an impression of depth.



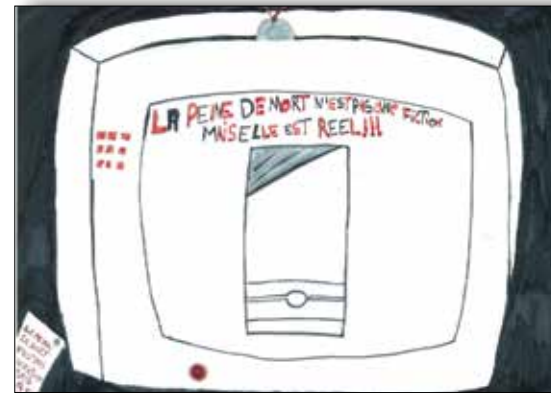


# DO NOT



- **OVERLOAD YOUR POSTER WITH TOO MANY ELEMENTS**
- **USE TOO MANY DIFFERENT COLOURS**
- **USE TOO MANY DIFFERENT FONTS**
- **PLACE IMPORTANT ELEMENTS ON THE EDGES OF THE POSTER OR IN ITS ANGLES**
- **USE TEXT OR IMAGES THAT ARE TOO SMALL**
- **MAKE SPELLING MISTAKES**

Example of a poster overloaded with too many different colours and elements.



Example of a poster with a spelling mistake and with the wrong orientation (horizontal instead of vertical).

Example of a poster with messy writing.



Example of a poster on which the elements are too small (text and drawing).

# USE YOUR IMAGINATION!

## HERE ARE A FEW IDEAS YOU COULD CHOOSE FROM:

- JUVENILE OFFENDERS AND THE DEATH PENALTY
- INNOCENCE AND THE DEATH PENALTY
- THE DEATH PENALTY IS RACIST
- THE DEATH PENALTY IS HOMOPHOBIC
- THE DEATH PENALTY AFFECTS THE MOST VULNERABLE
- FAMILIES OF DEATH ROW PRISONERS
- 55 COUNTRIES ACROSS THE WORLD STILL EXECUTE

• • •

**ALL OF THIS IS NOT SET IN STONE AND CAN BE QUESTIONED,  
THAT IS THE ROLE OF ART.  
HOWEVER, TO DO SO, ONE MUST FIRST KNOW ITS RULES**

**AS GEORGES BRASSENS\* SAID:**

SHE HAD THE GIFT, IT'S TRUE, I MUST ADMIT,  
SHE POSSESSED THAT TOUCH OF GENIUS  
BUT WITHOUT TECHNIQUE, A GIFT IS NOTHING  
BUT A BAD HABIT\*\* ...

\* FRENCH SINGER (1921-1981)

\*\* LE MAUVAIS SUJET REPENTI (THE REPENTANT BAD SEED)