

(No Model.)

J. L. BUFORE  
MEASURING INSTRUMENT.

No. 534,993.

Patented M



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Inventor  
Ernst Abbe

JUNE  
MAY JULY  
APRIL AUG  
MAR. SEP  
FEBR. OCT  
JAN. NOV  
DEC.

# Make a Great Poster

- Don't over complicate it
- Less is more
- Use hierarchy to establish emphasis and interest



# Suck them in

- Make the poster legible from 20- 30 yards (60-90 feet)
- Your title should be
  - eye catching
  - Brief (1 to 2 words max)
  - Letters should be 2-3 inches in size (or bigger)

# Give them only what they

## need to know

- Limit Text to a hand full of descriptions
  - Descriptions should be concise
- Use hierarchy to establish emphasis and interest
  - The Title is Biggest
  - Your name should be medium to small
    - Very Clear and located away from clutter
    - The bottom corner is perfect

(No Model.)

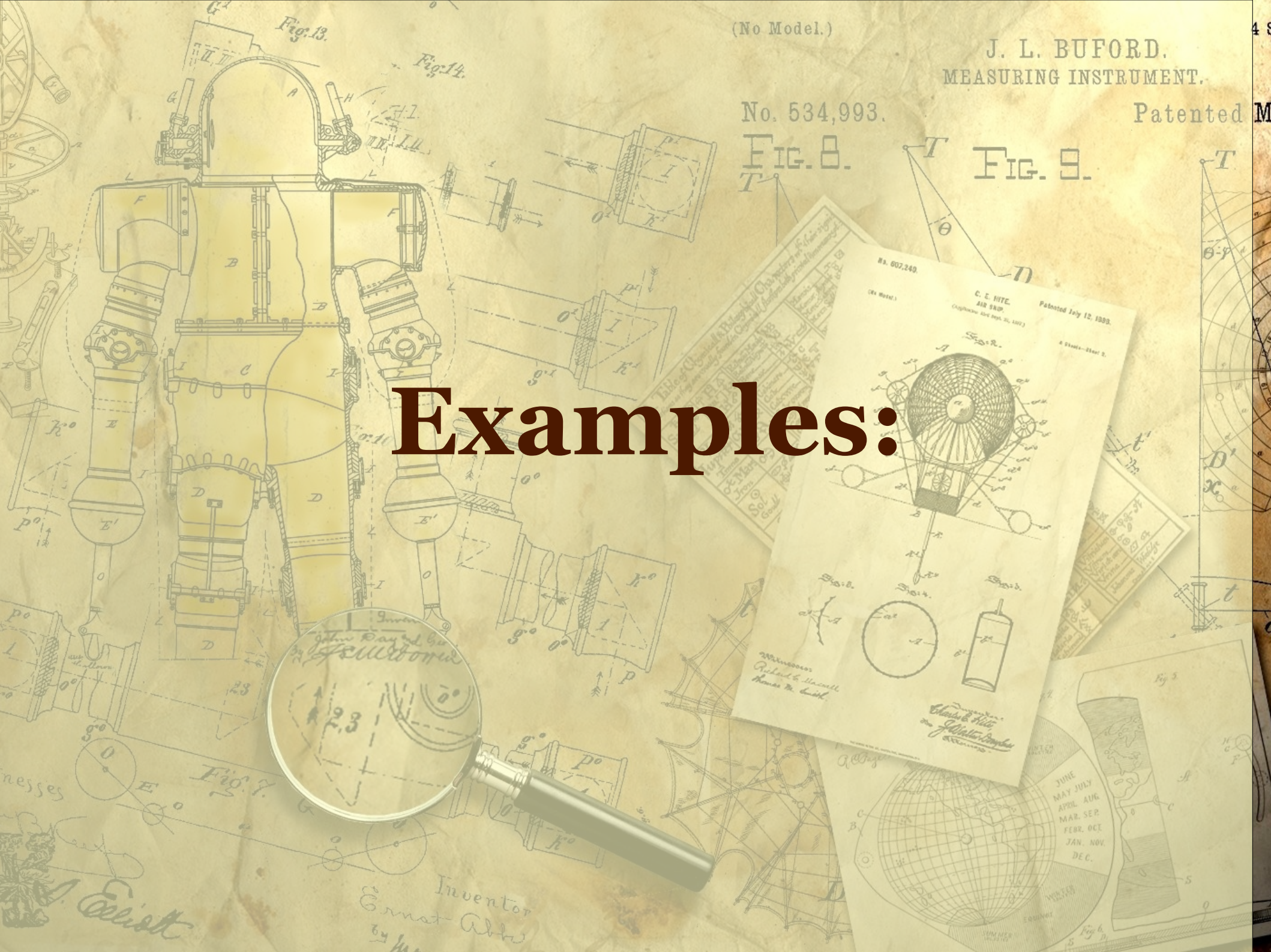
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FIG. 8.

FIG. 9.



# Examples:



Inventor  
Ernst Abbe

Assistant

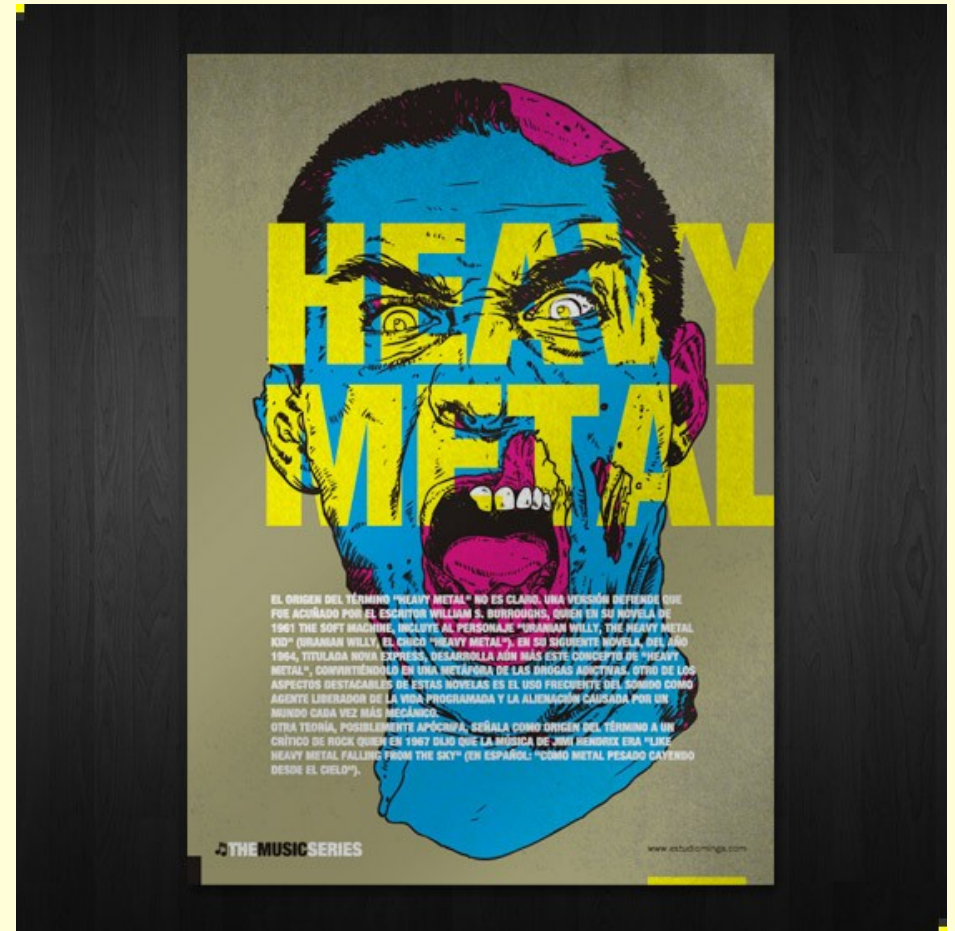
# The Classic



- Hierarchy (importance)
  - Biggest object
    - Boxers Pictures
  - Next biggest object
    - Names in red
      - Red is an impact color
  - Down the line
    - Date and time
    - cost...

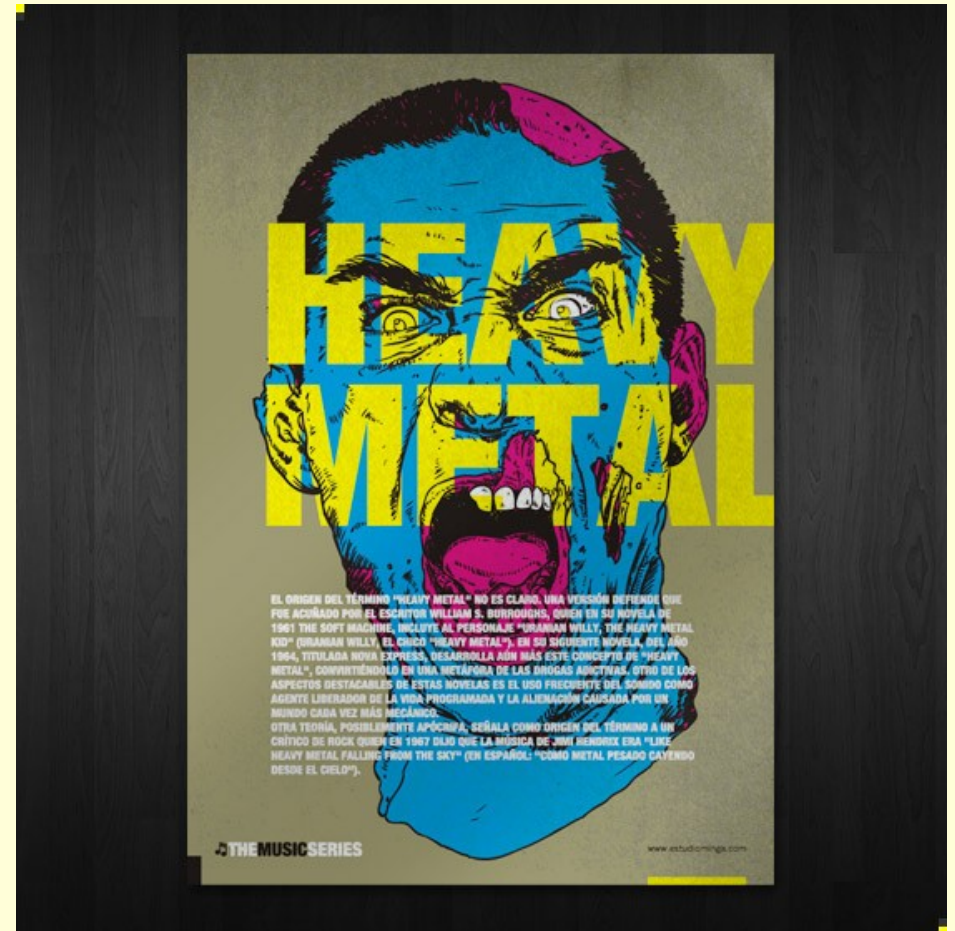
# The High Impact

- Hierarchy
  - Biggest object
    - Person's head
    - Low contrast, so less impact than the ...
  - Next biggest object
    - Yellow Words
      - High contrast



# The High Impact

- Hierarchy
  - Next biggest object
    - Yellow Words
    - High contrast
  - Biggest object
    - Person's head
    - Low contrast, so less impact than the ...
  - Tiny Type (3 foot range)



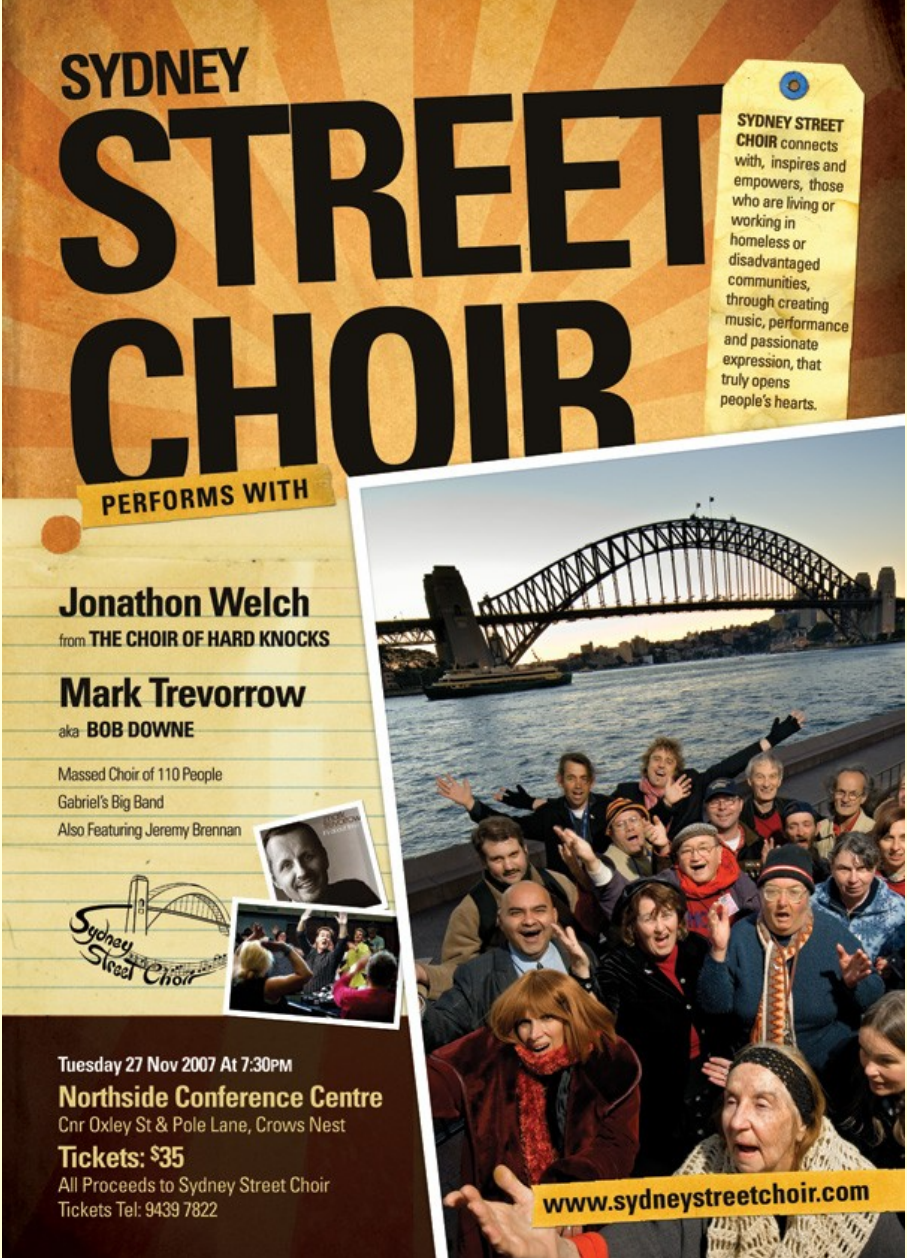
# The Impact Image

- Hierarchy
  - Image
    - Largest
    - Highest contrast
  - Next biggest object
    - Brasilcine
      - Big but lower contrast
  - Tiny type



# The Gimme

- Hierarchy
  - Biggest object
    - A push
      - Street choir
      - Image



**SYDNEY**  
**STREET**  
**CHOIR**

SYDNEY STREET CHOIR connects with, inspires and empowers, those who are living or working in homeless or disadvantaged communities, through creating music, performance and passionate expression, that truly opens people's hearts.

PERFORMS WITH

**Jonathon Welch**  
from **THE CHOIR OF HARD KNOCKS**

**Mark Trevorrow**  
aka **BOB DOWNE**

Massed Choir of 110 People  
Gabriel's Big Band  
Also Featuring Jeremy Brennan

Tuesday 27 Nov 2007 At 7:30PM  
**Northside Conference Centre**  
Cnr Oxley St & Pole Lane, Crows Nest  
**Tickets: \$35**  
All Proceeds to Sydney Street Choir  
Tickets Tel: 9439 7822

[www.sydneystreetchoir.com](http://www.sydneystreetchoir.com)

# The Gimme

- Hierarchy
  - Biggest object
    - Street choir
      - Super High Contrast
  - Image
    - Displays location and people
  - Diminishing tiny type
    - Limited but detailed

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# Color

- Choose wisely
  - Group colors
    - Browns and oranges
    - Blues and greens
- Match them with your theme
  - Gardening?
    - Use greens
  - Scuba diving?
    - Use blues

SYDNEY

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# Text

- Size
  - Big to small
  - Left to right
    - Avoid bouncing around too much
- Contrast
  - Color
    - Black, white, red, yellow
- Font
  - Creative is fine, but if they have to read, make it simple

# Images

- Size

- Big and small
- 1 big, the rest various versions of small
  - Not too many, not too few

- Placement

- substance over size
  - Pick a photo with content not lots of back ground



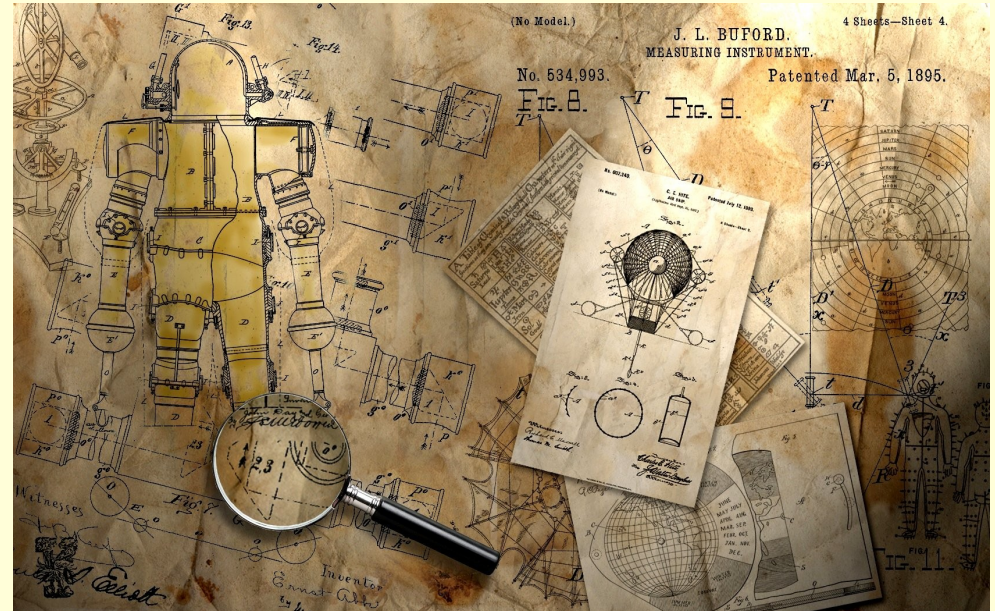
# White Space

- DON'T FILL UP THE WHOLE BOARD
  - Too much stuff, makes things get lost.
- Isn't always white
  - Background area that high lights the objects in them



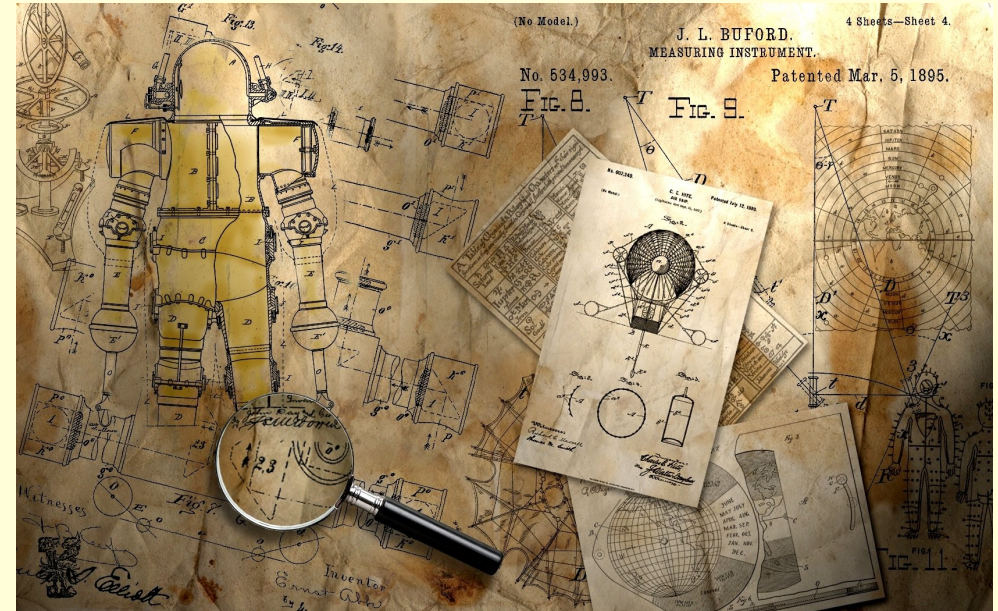
# Pre-Construction

- Narrow down your photos and text to what you need, not just what you have
  - 3 pictures of you walking into a building aren't necessary
  - Don't describe the self-explanatory
    - You covered in grease holding a carburetor doesn't need a caption



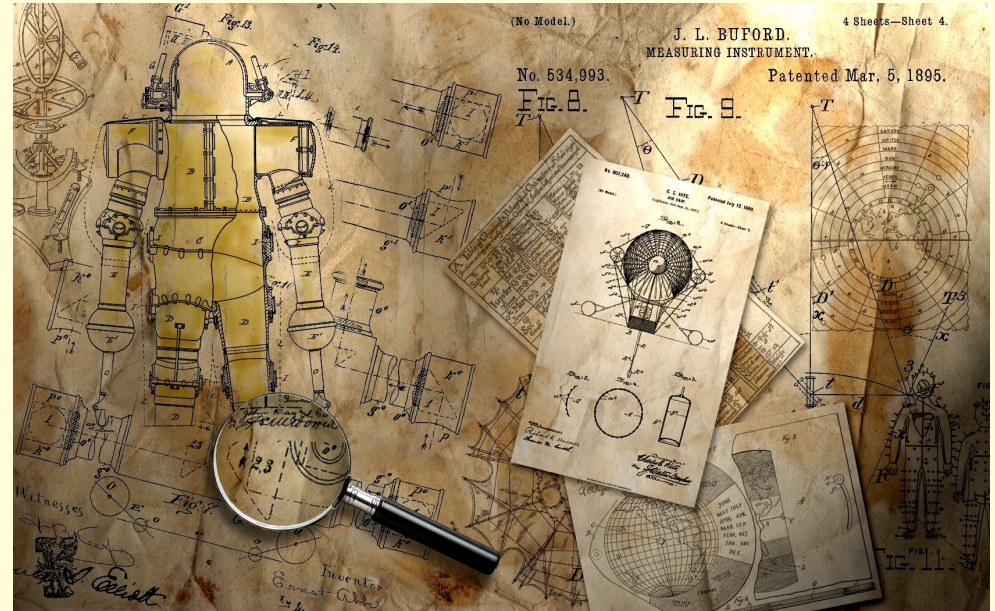
# Pre-Construction

- Sketch an idea of what you want and where you're putting things
- Place, arrange, photograph
  - Use a camera phone, or whatever, but do take a picture
  - Show the picture to friends and ask their opinions



# Pre-Construction

- LISTEN TO YOUR FRIENDS
  - Ask several opinions and go with the majority
- Know when to trust your gut
  - If you really think you are idea is right, ignore your friends



- Measure twice cut once
  - Don't do anything permanent until you know that you want to do it
  - Use your photo and place the parts back on the board with cement
  - Use rubber cement not Elmers glue
    - Rubber cement is made for paper and won't wrinkle it

# Construction

