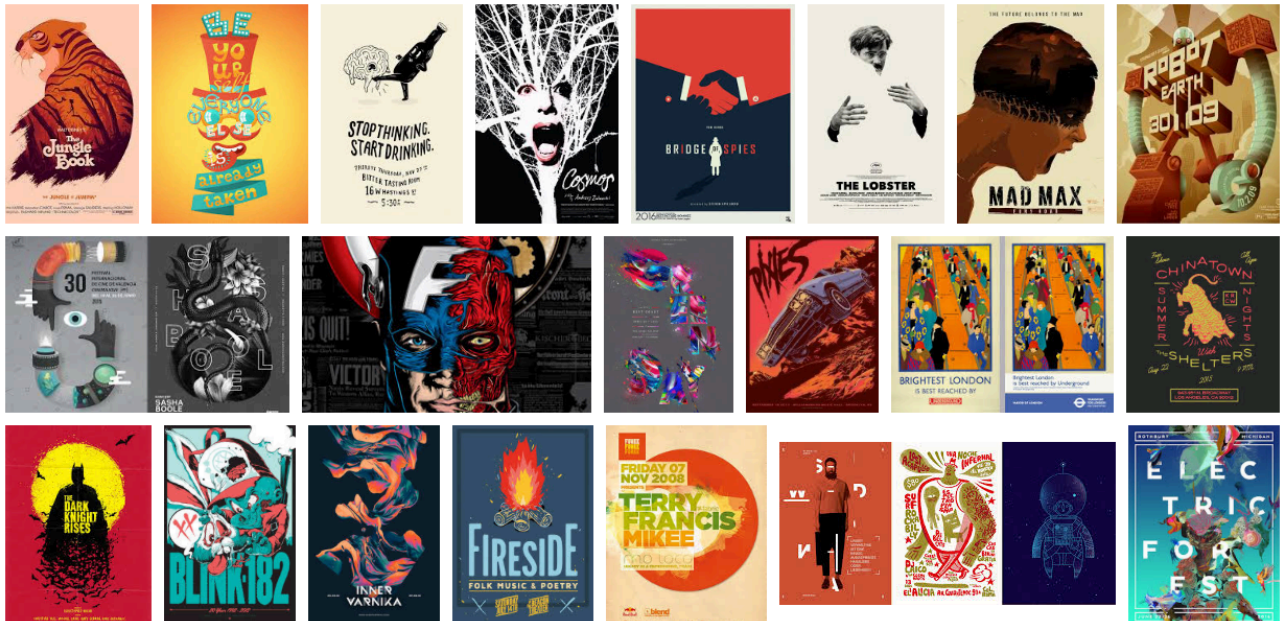


# Poster design tips

By René Birkholm, tegneren.dk



Consider these elements when you create a poster.

**Simplicity.** It should be possible to see the overall visual expression from a distance.

**Size Contrast.** Often made by using a big picture as focal point.

**The picture motive.** A “not-boring” but catching motive regarding the target group.

**The picture style.** It must match the target group. Consider if it is young, old conservative etc. but don't be afraid of experimenting. Important not to underestimate the audience.

**The picture colors.** Often complementary colors are used because this color scheme creates dynamic and contrast.

**The text messages.** A catching text statement or headline.

**Information.** Often the aim with a poster is to make the viewer to act, so remember needed information as for example time, place, company name and logo.

**Inspiration, brainstorm sketches.** Important to have some kind of idea or direction before you start to design on the screen. Obviously, there is a lot of inspirational design out there. This is just one site: <https://gomedia.com/zine/insights/poster-design-inspiration/>

**Adobe Illustrator.** Consider using this program instead of a pixel based one like Photoshop. Because big paper sizes (as A1, 594 × 841 mm) in print resolution (300 ppi) are very heavy to handle on computers as bitmap graphics. See a widely used Illustrator technique described here:

<http://tegneren.dk/wp-content/uploads/2018/08/Poster-design-tips.pdf> on the next page.



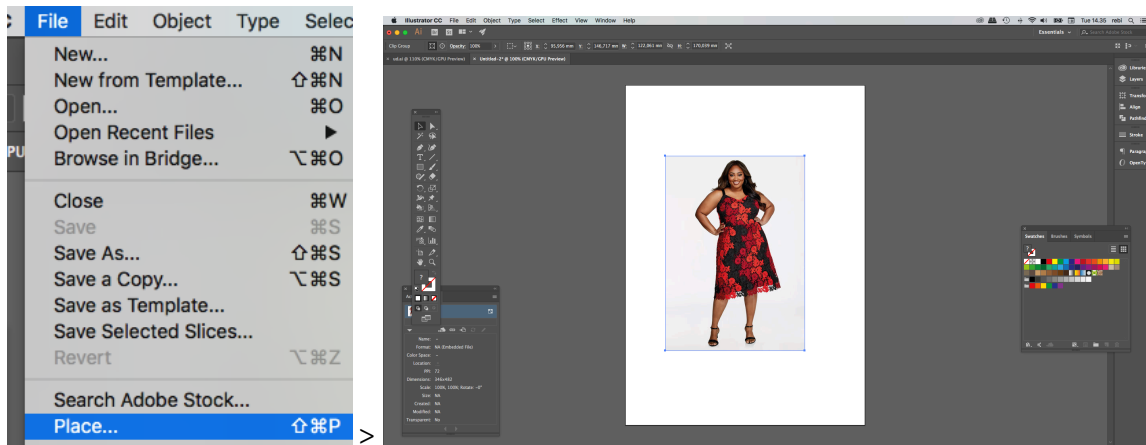
In poster design we often see pictures like this. The shown pictures are made up of real photos in a rather low resolution (72 ppi). They have then have been vectorized, simplified and added color changes in Illustrator.

So, let's try to make one. There are many ways. This is one:

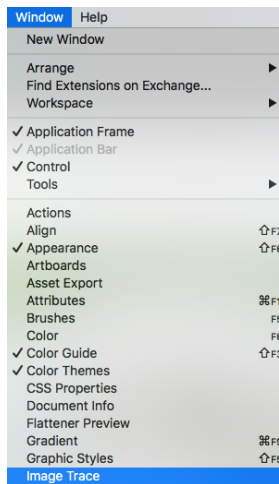


- Make or get a photo for your poster idea. A cellphone photo can easily be used. (Be aware that there is copyright on photos. For a real job you have to pay the artist to use his photos.)

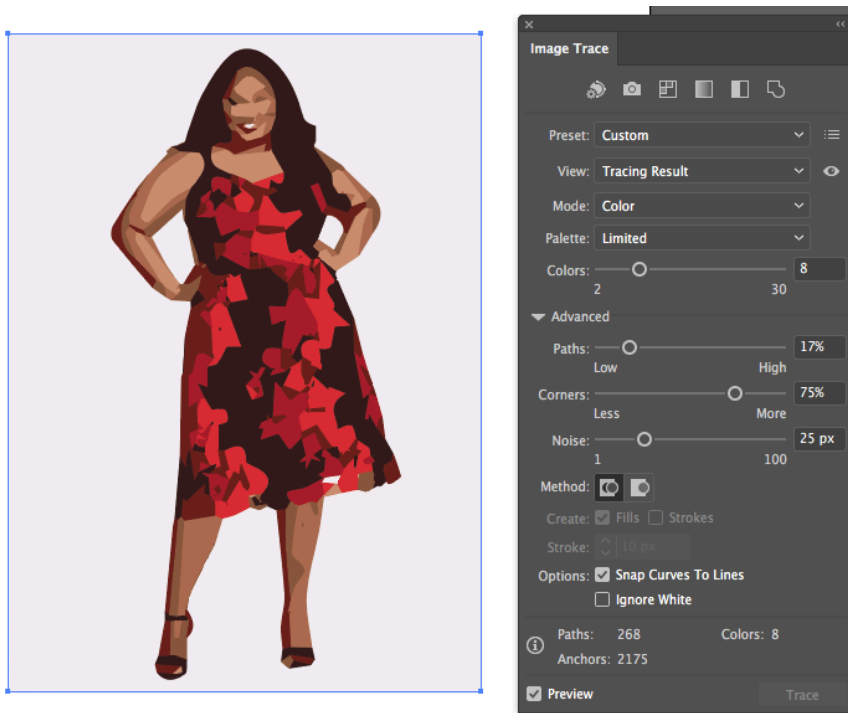
- Create a new document inside Illustrator. (A1 is 594 × 841 mm)

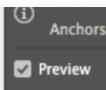




- Place the image on the page.

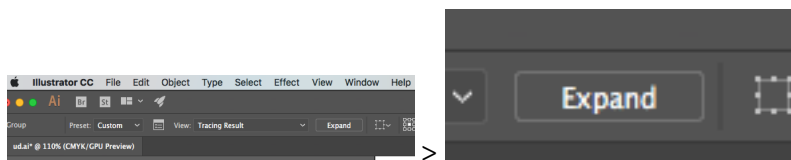


- Open the Image Trace window



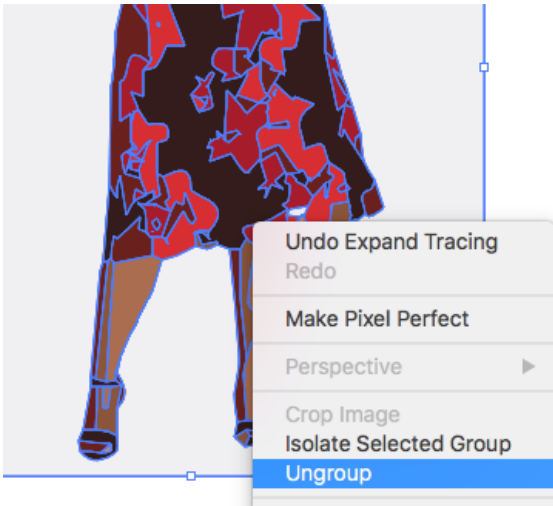
- Turn on preview  and use these settings.

-  >  Close the Image Trace window.



- The tracing is done, and we have vector graphics 😊

However, the edit options are limited, so you have to do a bit more. Make sure the image is still selected and expand.



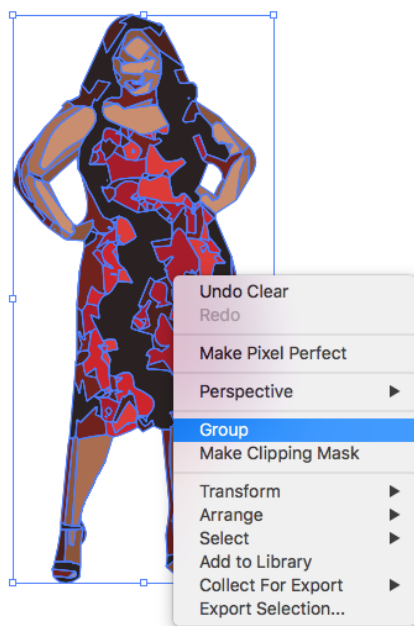
- Right-click and Ungroup. Sometimes you have to do it to times to make it work.



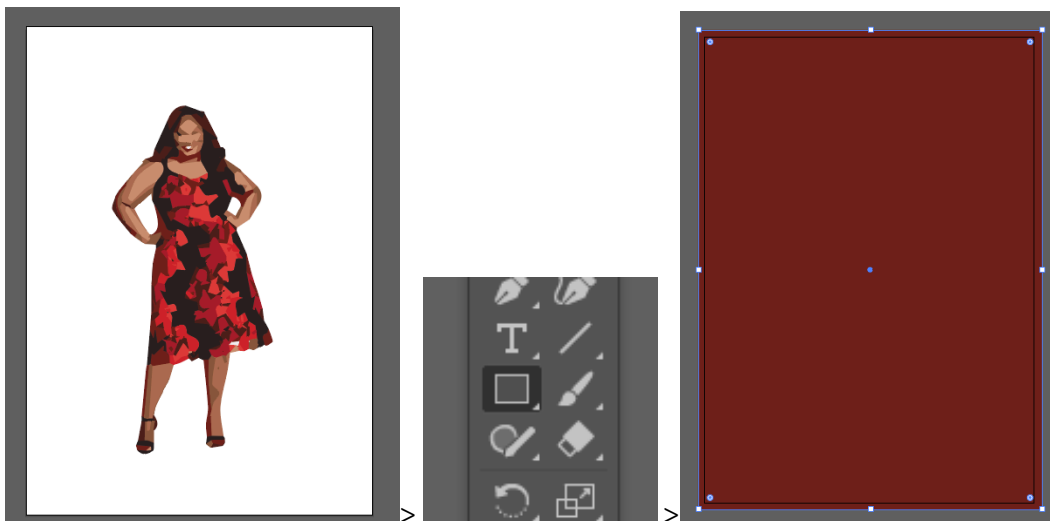
- Pick the background object with the black arrow and delete it.



- Also delete the two small areas under the arms.



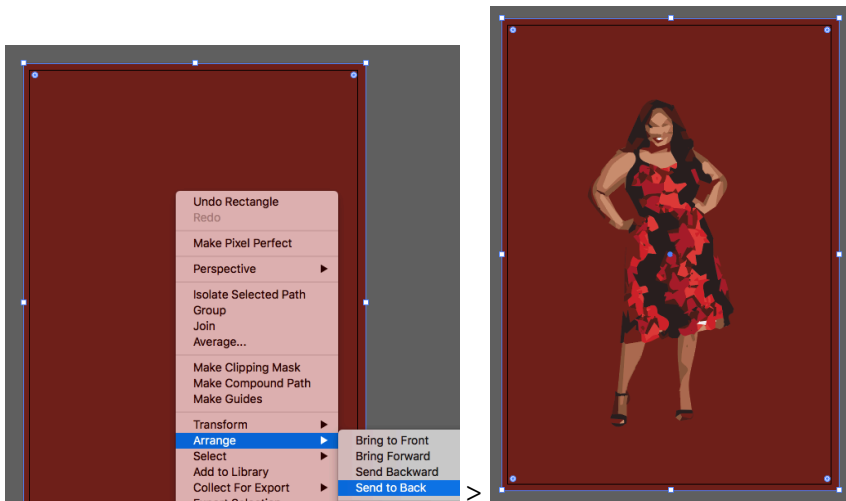
- Select everything with the black arrow and right click and group.



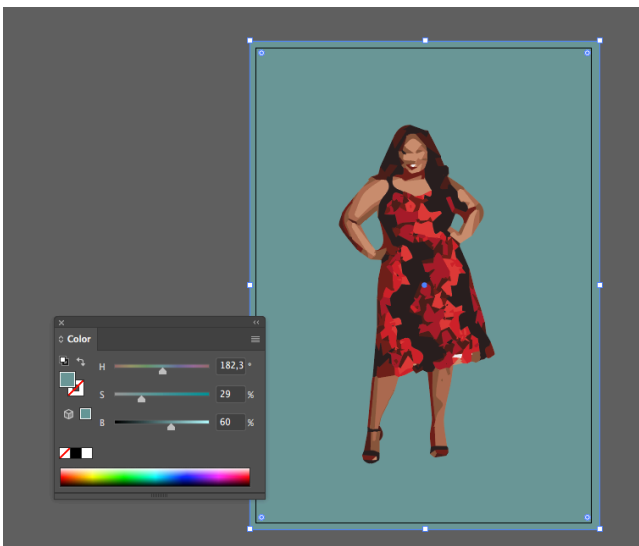
- Make a rectangle in any color on top of everything. Make it a bit bigger than the paper.

For print, graphic objects must overlap the paper border at about 3 mm. Print houses use different setups. Get your chosen print houses specification to get the right numbers. Here is an example of my, for the moment, preferred print house Toptryks guidelines

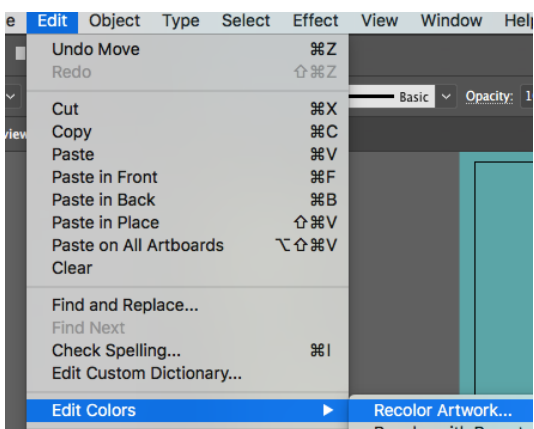
<https://img.toptryk.dk/25/gfx/pdf-vejledning.pdf>



- Right click and send it to back.

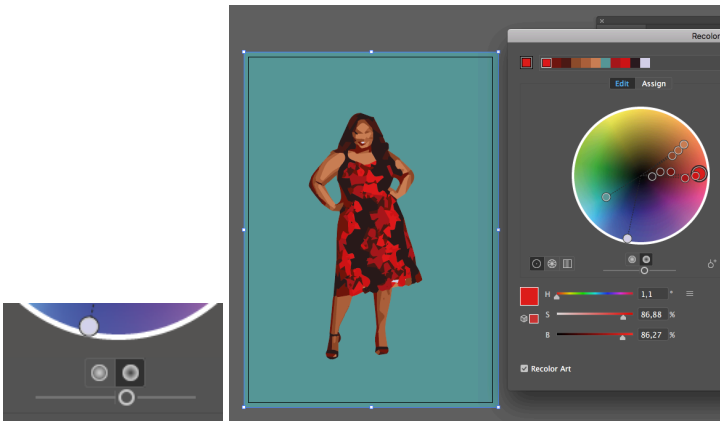


- Change background to blue-greenish to get complementary contrast to the warm red-orange.



- Select everything and open the Recolor Artwork window.

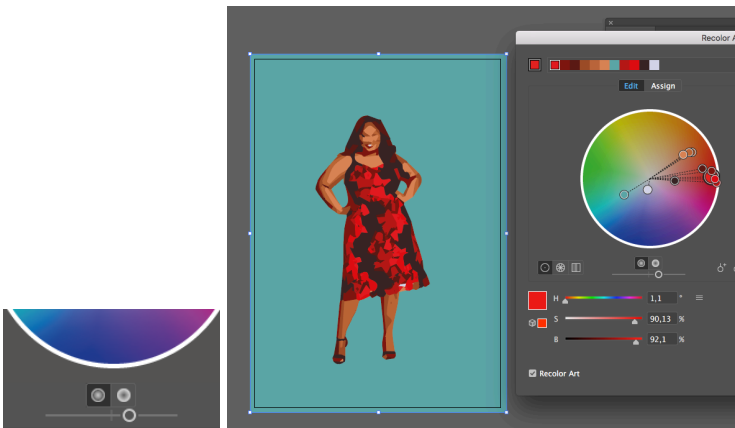




Here literally everything is possible

regarding editing colors 😊 For example you can do like this:

- Turnup the overall saturation.



- Turnup the overall light.



- And the text is added. Done😊