



**GLOBE  
EDUCATION**

**PLAYING SHAKESPEARE  
WITH DEUTSCHE BANK**

## **5 TOP TIPS DESIGNING A POSTER**

- 1. You need to make it impactful so that it immediately grabs the attention of the viewer.**
- 2. You need to be as bold and creative as possible so that it is unique from any competition.**
- 3. You need to make sure that all the information can be read clearly so that no important details about dates or times are lost.**
- 4. You need to think about who the poster is aimed for and therefore target it for that particular market.**
- 5. You need to consider the subject matter for your poster. So you need to research the topic and understand it before you begin designing.**