

## How to design a leaflet or poster

Posters and leaflets are great ways to publicise your project or event. They can be placed and/or handed out in targeted places to grab the attention of your audience, and leaflets have the added advantage that they can be taken away for future reference.

### **Step 1: Decide on your format**

In order to design a leaflet/poster you must first think about its purpose so you can then decide the information that . Its functionality can be based around its target audience. Size is important ([www.papersizes.org/a-paper-sizes.htm](http://www.papersizes.org/a-paper-sizes.htm)). A leaflet should be a size that is not an inconvenience to carry around (so A5 or smaller) and a poster big enough to catch people's attention from a distance (A4 or larger).

### **Step 2: Write your text**

A poster will need less text (maximum 50 words) as the reader wouldn't normally have a long time to engage with it. A leaflet can be taken away so text can go into more detail. As a minimum it should contain name of project / event, a description, contact information (including website if available) and any relevant logos. If it is promoting an event it needs to include time, date, address. Make sure the text you write is accessible. Write in plain English, without jargon and complicated sentences. If you are writing in another language, make sure it can be understood by your target audience.

### **Step 3: Design your leaflet**

Using a professional designer

A professional designer has the knowledge and expertise necessary to design a leaflet/poster. Contact them well in advance and leave plenty lead time for printing, checking and editing. Provide them with an explanation (often called a brief) of what you need. Here you can detail the cause of the leaflet, who the target audience is, the size you want, whether you want it to be double sided and send them text and images you want to go onto the leaflet. They will book your work in and agree costs and deadlines for proofing and sign-off.

Do it yourself

If you don't have the resources to use the services of a designer, you could design a simple leaflet or poster on your own. Here are some useful links on how to do so. Microsoft word and publisher are the perfect beginner's software to use to produce this.

[www.wikihow.com/Make-a-Poster-Using-Microsoft-Word](http://www.wikihow.com/Make-a-Poster-Using-Microsoft-Word)

www.wikihow.com/Make-a-Leaflet

#### **Step 4: Print and distribute your poster or leaflet**

For a professional finish, its best to get a print company to produce copies of your material. Think about where they will go and how many you will need. Allow at least 3-4 days for them to be printed and where they need to be delivered to (if not to you).

#### **Do's and don'ts**

##### **Do**

Remember you are part of the creative process - use your brief and feedback to give your direction of how you want your final piece of work to look like.

Send through any brand guidelines that the designer may have to follow

Make sure that your text is error free as this will cut down on any amends needed, all of which affect the final design costs

##### **Don't**

Forget to let the designer know if they need to follow any brand guidelines

Just copy and paste pictures from the internet to use in posters or leaflets, you need to get permissions from photographers or purchase from photo libraries such as iStock ([www.istockphoto.com](http://www.istockphoto.com)). You can also source free images (an example is [www.freeimages.com](http://www.freeimages.com)) but be sure to check permissions as there may still be some restrictions.