How to design and create an effective poster
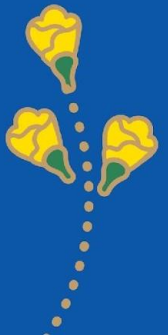
WIKIMANIA SINGAPORE

Joris Darlington Quarshie

Overview

- The what,why and who

- Basic Elements of a poster

- Designing your poster

- Creating your poster

- Tips for creating an effective poster

What is a Poster?

A poster is a large graphic display that communicates a message.They are often used to advertise products, campaigns and events.

Why is a poster important

A well-designed poster can help you to:

- Get attention for potential collaborators

- Explain your project in a clear and concise way.

- Generate excitement about your project.

- Make a lasting impression on people who see it.

WIKIMANIA
SINGAPORE

Who should create a poster

- People who are new to the wikimedia technical community. This is a way to introduce yourself and get people know about your work.
- People who are looking for collaborators. Creating a well designed poster can help you connect with people who share the same interest.

The Basic Elements of your Poster

- The poster should have a clear title that summarizes your project.
- It should also have a brief introduction to explain what your project is about.
- The main body of the poster should go more into details about your project, it's goals, features and benefits.
- The poster should also have a call to action such as a way for people to contact you.

WIKIMANIA
SINGAPORE

Creating your Poster

- Title (descriptive and clear)

- Contact person (Name & Contact)

- Problem/Opportunity/ Pain point

- Proposed solution

- Needed Expertise (for recruiting during the presentation and after it)

- Other details.

Designing Your Poster

- When designing your poster it is important to use clear and concise language.

- Avoid using jargons or technical terms that your collaborators might not understand.

- Make sure your poster is visually appealing and easy to read.

WIKIMANIA
SINGAPORE

Q&A

Speaker

User: Joris Darlington Quarshie

Community Lead

African Wikimedia Technical Community

Email: joris.quarshie@gmail.com

The End