How to design and create an effective poster

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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.
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, its goals, features and benefits.
- The poster should also have a call to action such as a way for people to contact you.
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.
Q&A
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The End