How to quickly create a poster that is interesting and cheap?

Before starting…

Think about the expected goal of your poster!

Usually, when creating a poster, we are expecting to achieve something (for example: that people participate in some event, they visit your website, they participate in your Esperanto course, etc.). Since they are different, you have to think if your goals follow these general conditions (that you should follow, according to different studies, if you want to succeed):

Goal 1: Present solutions - Understand what people actually need (correctly identify your target group)
- Learn about your target group - try to find out why are they "suffering" and unhappy
- Learn what they want to achieve
- Sell emotions
- Your target group is not interested in your needs - in the contrary, they want to see your interest in theirs

Goal 2: Title matters!
- Catch the attention in 5 words
- Awaken curiosity - reveal something, but not everything
- Suggestion: Show that you have already done something for your target group - We found a solution on how to fight against boredom!

Conclusion: Focus on the needs of your target group, not yours!

Goal 3: Be human!
- Humans like to communicate with humans, not with organisations (companies)!
- Think whether you would like to read your message yourself
- Imagine that you are writing to your friends

Goal 4: Write in the way that one can easily read and understand your message
- Try to make your text clear - e.g. use one font and logical breaks
- Use intertitles

- Color key words

Goal 5: Tell a story. People simply like it.
Why? Because people love stories!
Present your history (imagine yourself 5 years ago, when you were not yet a part of your organization).

Relate your story to a story of your target group (maybe there is someone who had the same feeling as you did 5 years ago).

Other recommendations:

1. Think about what makes your organization more "interesting" than others (why you are "other")
2. Use a strong title - catch the attention!
3. Suggest something that your target group cannot refuse!
4. Speak about advantages.
5. Present your news - use advertorials
6. Make sure people know that there are no risks with you.
7. Call for action!
8. Show the actuality of your actions.
9. Use exciting graphics.
10. Indicate what to do, e.g. go to the webpage to see more details.
11. Do not forget the logotype! Create the identity of an organization!

Be sure not to do the following...

1. Do not shout at your target group - do not use exclamation marks.
2. Do not use passive forms.
3. Incomprehensible abbreviations -imagine that you only use the abbreviation TEJO on a poster for people who do not speak Esperanto. Will they know automatically what it means?
4. Avoid formulas: You can look at - better - You can find more information at...
5. Avoid negative answers, be positive.
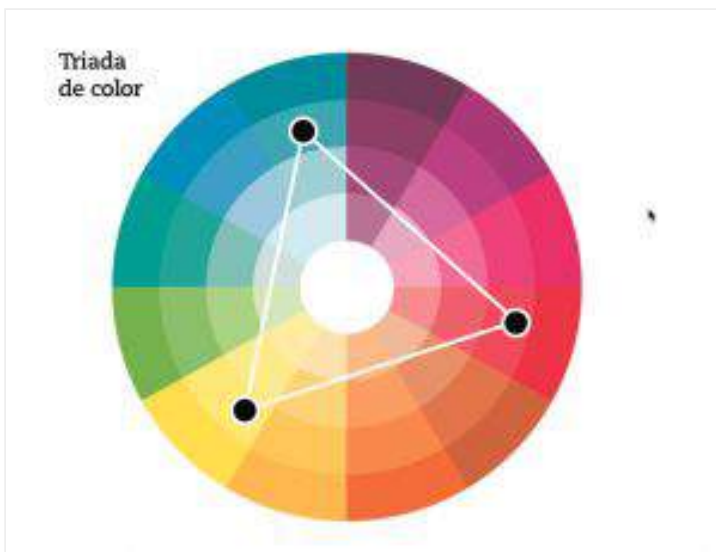6. Never use long sentences.

Colours

1. There are warm and cold colours.
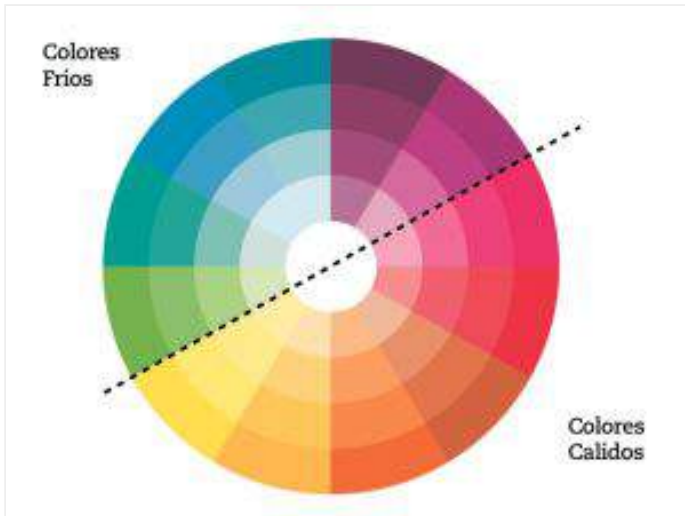
2. There are basic and additional colours. If possible, it is good to avoid mixing one "additional" colour with another one in the same category - it is strongly recommended to use the neutral colours with the "additional" ones.
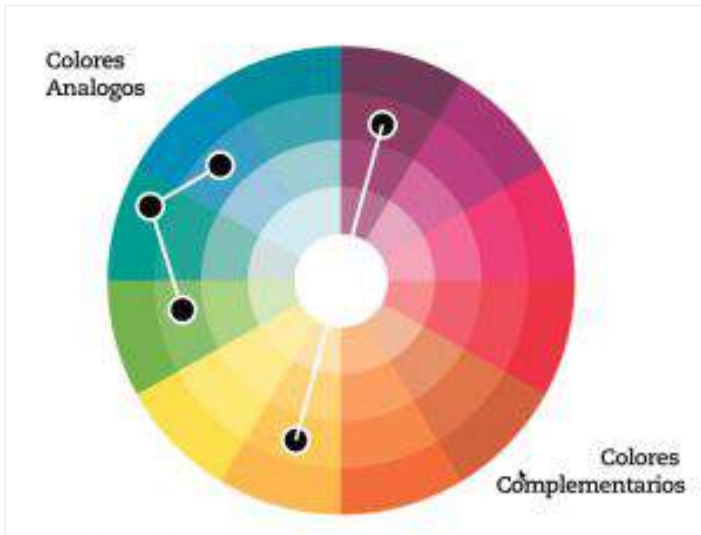
3. Choose the colours from the triangle.

Font

Even if does not always seem important, according to studies 95% of the pictureless internet content is text.

Therefore be aware of the following:
- The font should reflect your personality and follow the message you want to transfer with your poster
- The smaller the letters, the smaller the space should be between them

Which software to use when creating a poster?

We already introduced some basic recommendations and theories (naturally there are others that are more profound) and now our task is to effectively create a poster. Luckily, there are not only free online photo editors available, but also some free online poster editors, like Canva (http://canva.com), which is easy for use even for non-professional graphic designers.

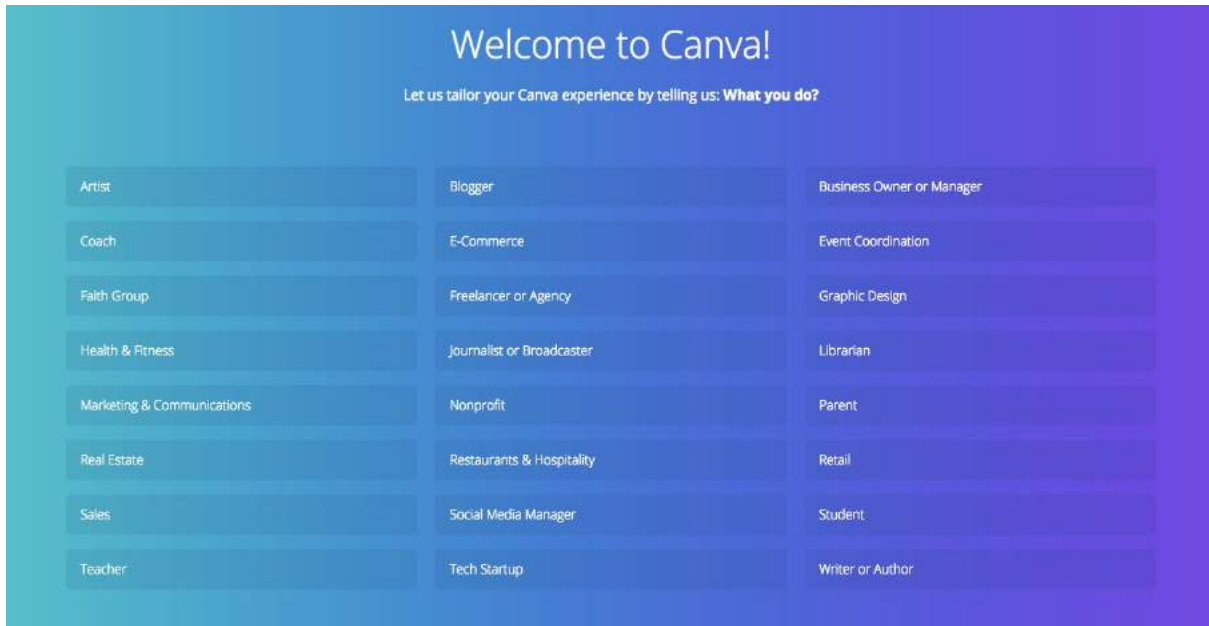2 basic steps to register for Canva

A. Create your user account
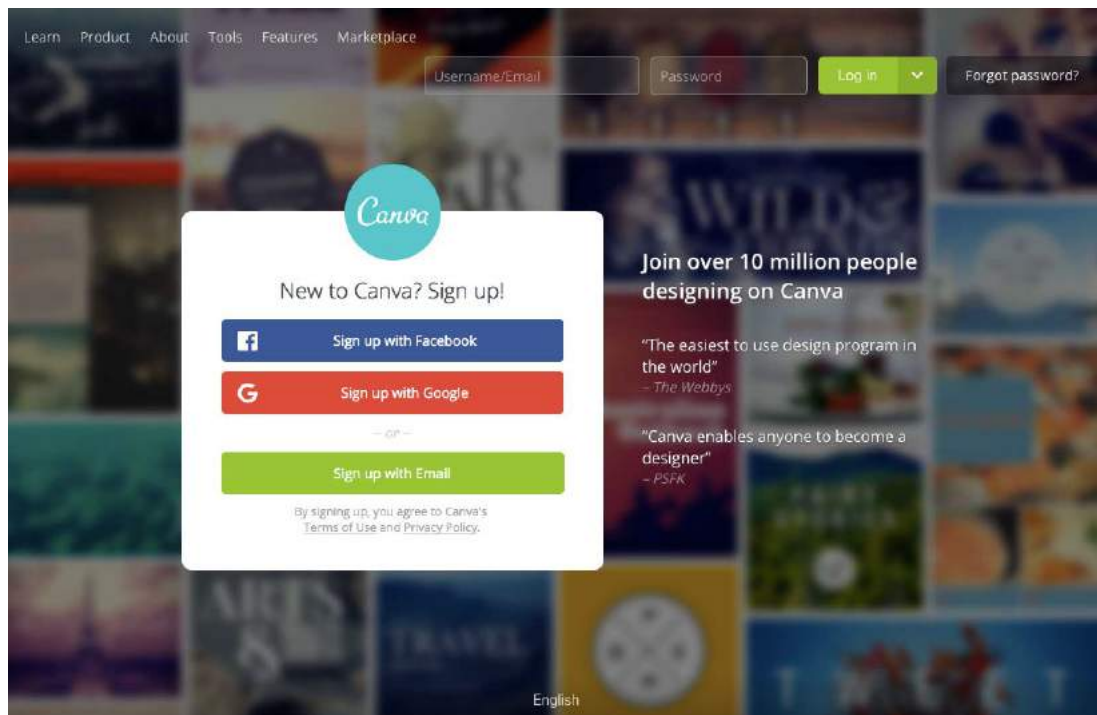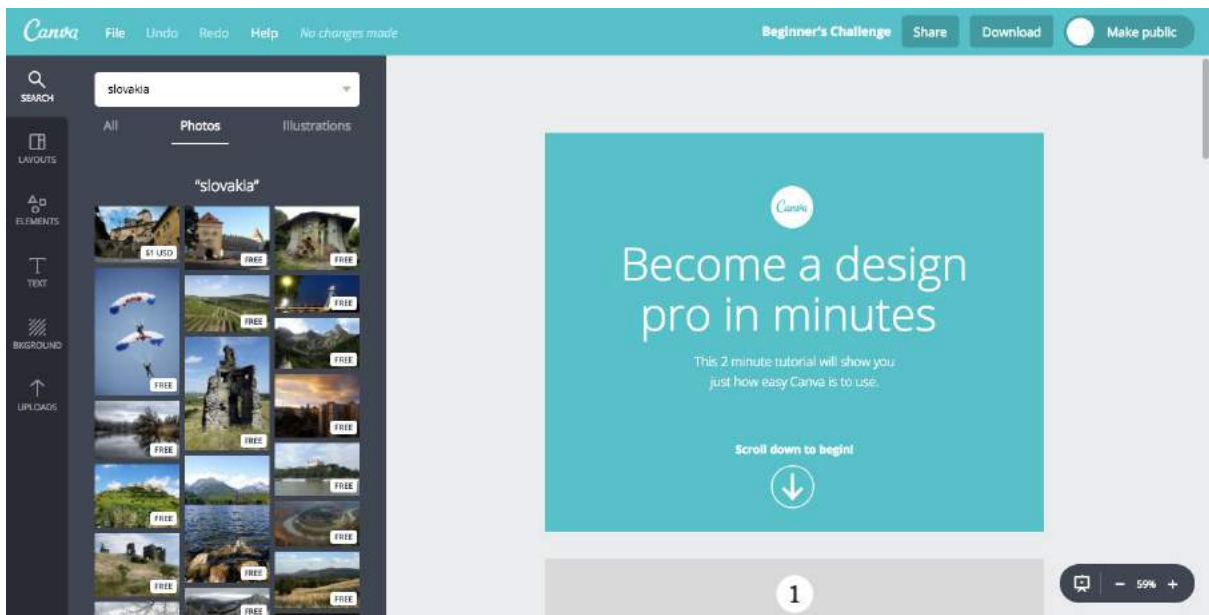

3 ways how to register
- Facebook
- Google+ account

- By using your own e-mail adress

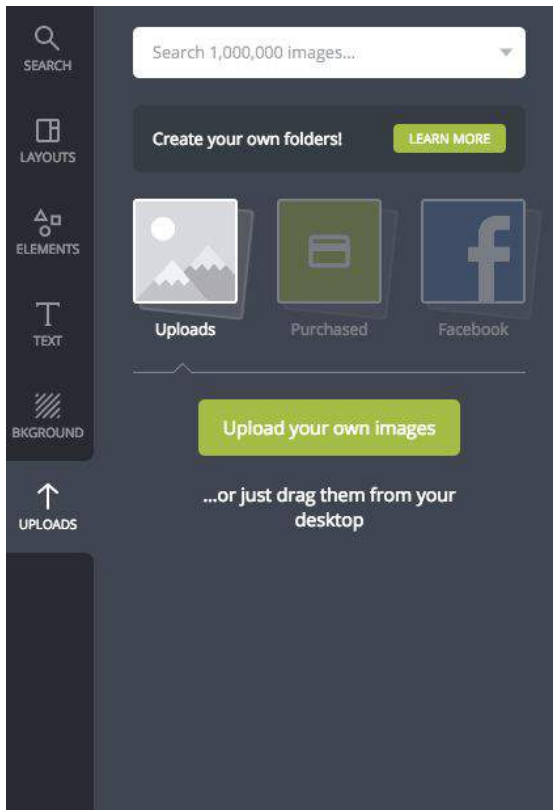B. Select your field (For example: Nonprofit)

Welcome to your main working page - Let's have a look at what you can do now:

● Finding the suitable template

- More than 1 million pictures available
- Find your target picture using key words
- Use of "drag and drop" system
● If you are not satisfied with the picture database, upload your own!
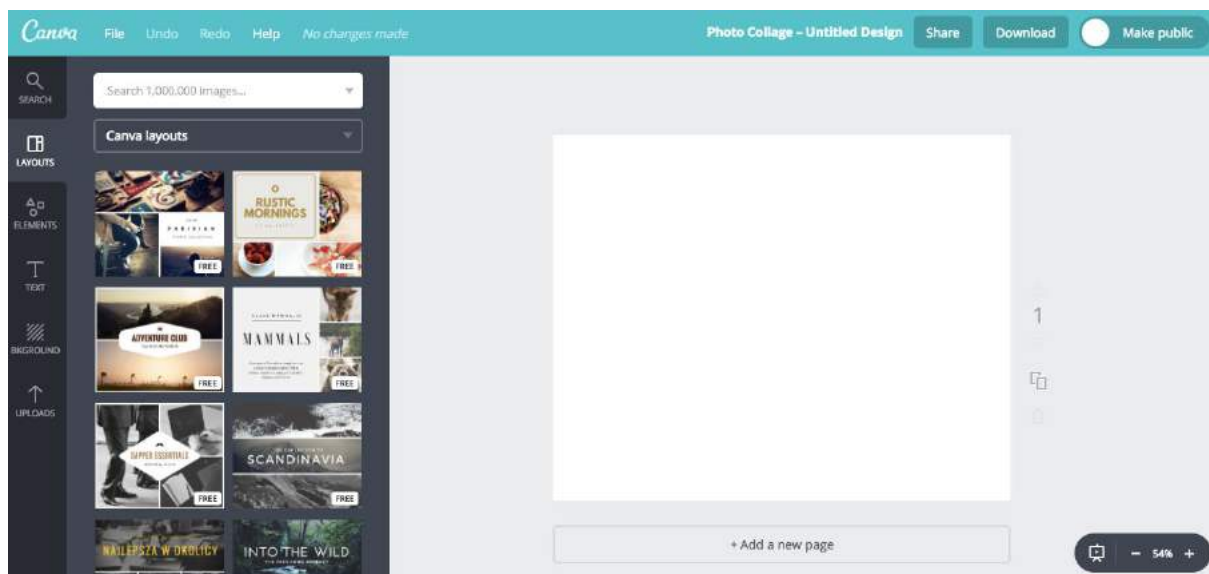
- You can easily upload a picture you like (do not forget about copyright!)
- 2 options:
    - find a picture from your folders
    - click on your picture and drag and drop it into your graphic space
● Add a text according to your needs
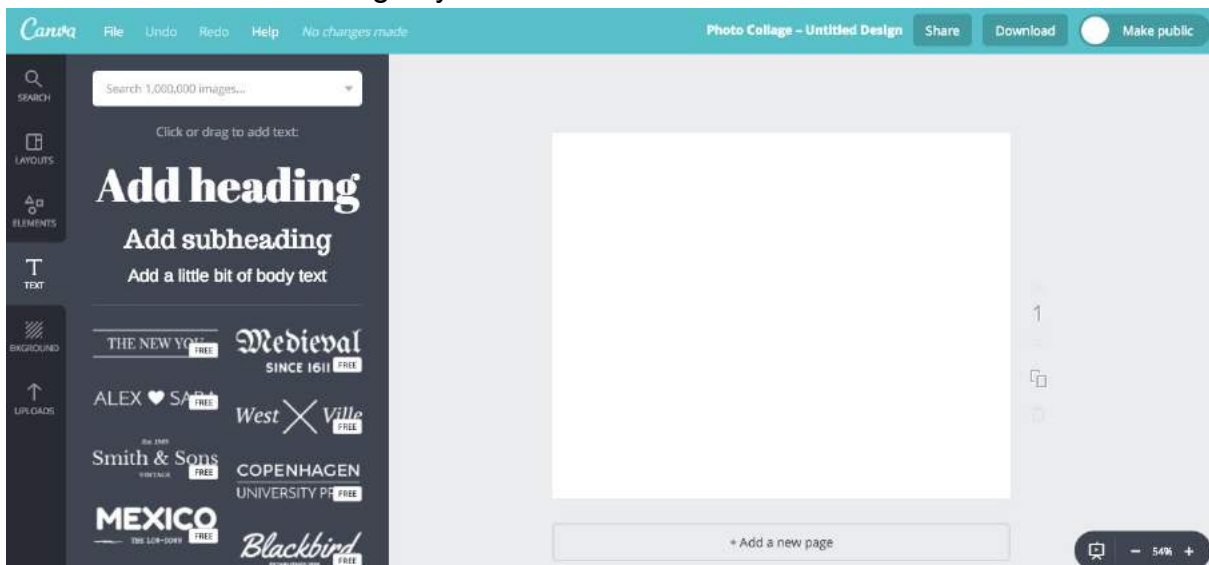
● Elements
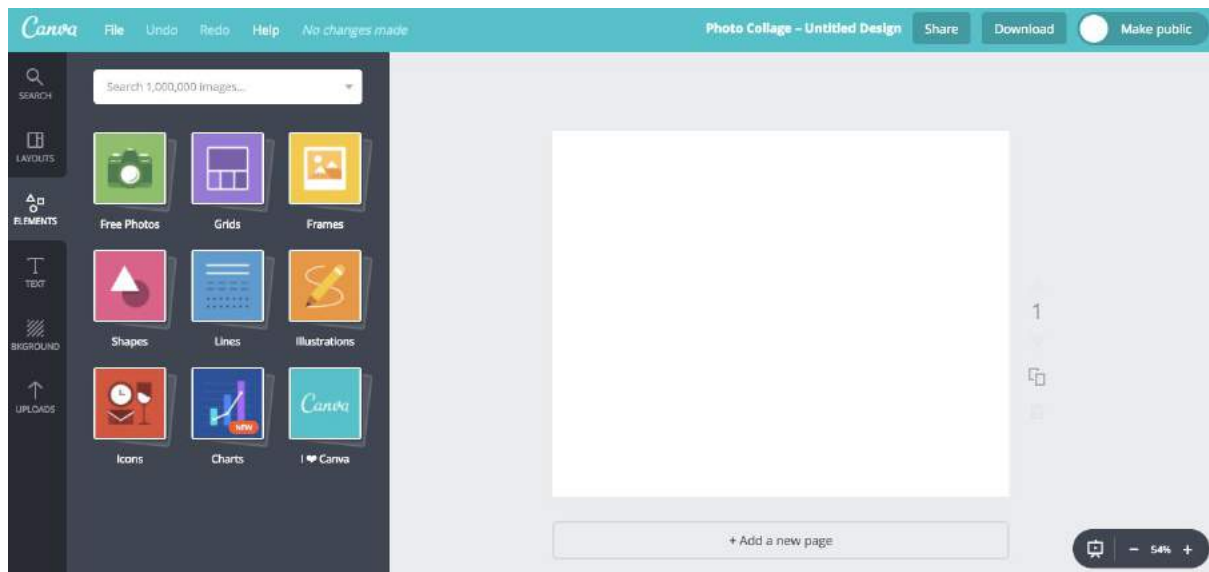
● Templates

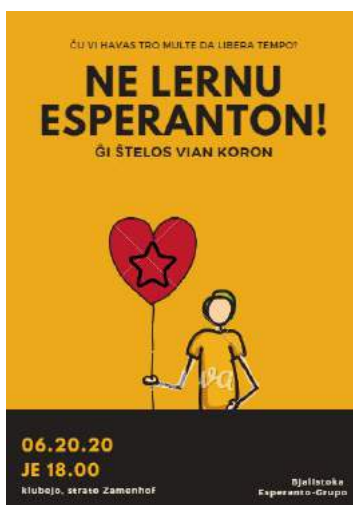Test yourself by completing the following creative task:

Create an attractive poster in Canva:
● in 5 minutes - recruit people for an Esperanto event
● in 10 minutes - recruit people for an Esperanto course
● in 20 minutes - effectively sell any Esperanto book

Don't be shy, there are many others like you that needed time to learn :)

The same task was used also in the training "Organizing a campaign" which took place in Teruel, Spain (June 2017) as a part of the Erasmus+ project "Effective communication between organizations". Here are the results:

1. Posters created in 5 minutes:

Acxetu la flagon

11 EL 10 ESPERANTISTOJ REKOMENDAS!

ESPERANTO FLAGO

VENU AL IJK !

ĈU VI HAVAS TRO MULTE DA LIBERA TEMPO?

NE LERNU ESPERANTON!

ĜI ŜTELOS VIAN KORON

06.20.20
JE 18.00
klubejo, strato Zamenhof

Bjalistoka
Esperanto-Grupo

TEJO - JUNE KAJ KUNE

KIAL LERNI ESPERANTON?

Ĝi estas la plej facila, simpla kaj egala lingvo
Ĝi helpas vin lerni aliajn lingvon
Lernu la internacia lingvon!

2. Posters created in 10 minutes:

Partoprenu la kurson de Esperanto

Vi ne bedauxros!

Subtenu la landon de la Universala kongreso.

ĈU VI PRETAS POR LISBONO 2018?

Aĉetu la flagon de Portugalio - bela, granda, efika!

VIZITU NIN ĈE WWW.PORTUGALAFLAGO.ORG

3. Posters created in 20 minutes: