



TRIGGER TERMINATORS

POSTER TIPS

Design a 'Trigger Terminators' poster to hang up at your school, local youth club or church hall.

As 'experts' in asthma triggers and prevention, your task is to make sure the poster contains info about the most common things that trigger asthma, and most importantly, a good practices list.

An example of good practice would be "No smoking in school" or "Don't keep furry or feathery pets".

Posters are a special means of communication that require careful planning to make sure that the people reading them understand your message - in this case, what some of the common things that trigger asthma are and how to avoid them.

A good, effective poster is:

- **eye-catching and attractive**
- **well-organised**
- **easy to understand**
- **careful to link texts and images**
- **aimed carefully at its 'audience'**



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Follow these five steps when designing your Trigger Terminators poster:

Step 1: Focus on the most important message of your poster - what are triggers at school. This should be made clear in the title - the largest piece of writing on the poster and easily readable from at least two metres away.

Step 2: Decide the major topics (eg, triggers, symptoms, medicine). The important thing is that your information be divided into areas and organised in a way that people can understand even when you're not there to explain it.

Think carefully about your 'audience' as you design the poster. Other kids at your school might not know anything about asthma or triggers. And remember that you can only make a small number of points in the space of a poster.

Step 3: Avoid filling the poster with too many images - if the link between an image and one of your main points is not clear, don't include it just because it looks nice. Go for an attractive balance between text (writing) and graphics (pictures).

Step 4: Experiment with layout and presentation. Move things around a lot. Here are some design basics:

- **White space (the area not covered with text or graphics):** not too much or the reader's eye will wander, not too little or you'll confuse them
- **Size of the text -** make sure it's easily readable. Not more than three or four different text fonts (size and type of letter). Avoid all capital letters, except in titles
- **Colour:** Background should be a solid colour, not a pattern. Avoid using too much colour or mixing colours that clash. Use brighter colours only as borders or for headlines
- **Margins and spacing:** All edges and margins should be straight and even. Use a ruler. Don't overcrowd space. Organise your different bits into columns, rather than book-style, left to right.

Step 5: Finally, before you get cracking, take a look at posters around your school or on your bedroom wall. It doesn't matter if it's a poster of Liberty X or Educational Tips - the best posters have something in common: an eye-catching design.



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