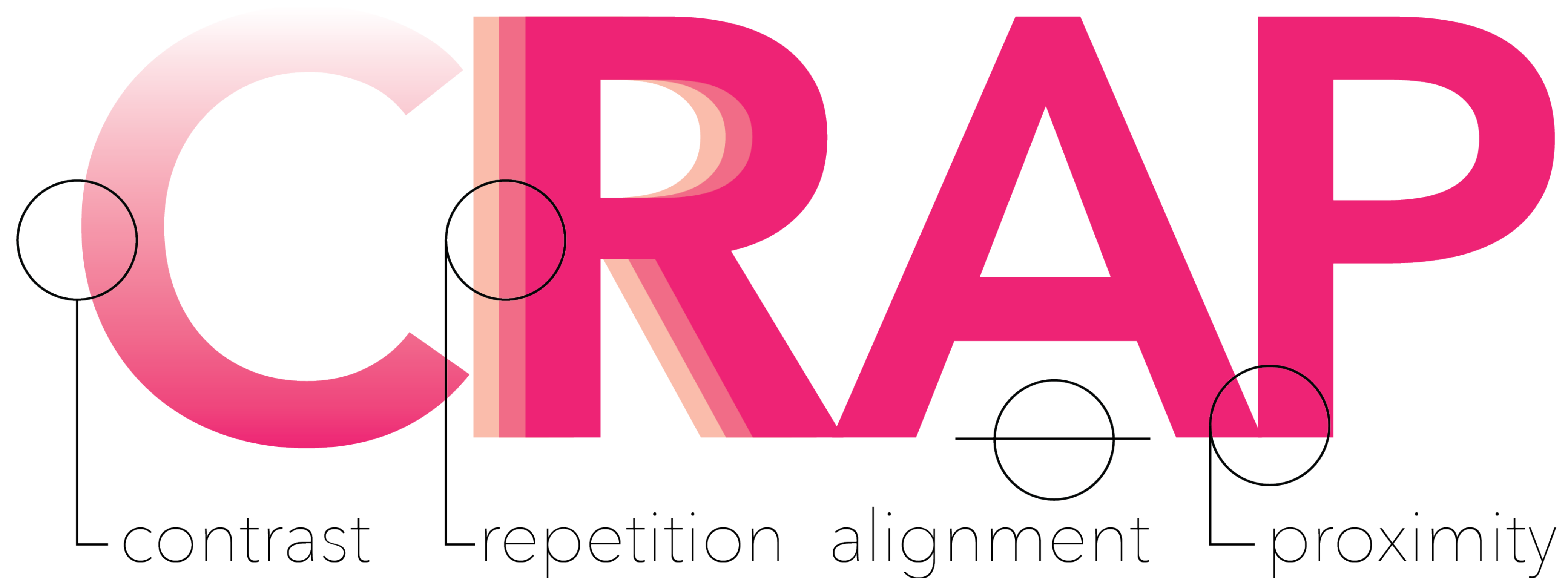


This poster uses



to make its most important idea stand out.



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contrast in color, weight, font, size, etc. focuses the eye on one element over another, and can communicate a hierarchy of information.

Examples: Size 138, bold, white header ("contrast") differs from size 54, thin, black body text and size 32 text of these examples; larger, white title area draws attention before this smaller, magenta sidebar.

repetition of color, shape, texture, fonts, placement, etc. unifies the poster through consistency.

Examples: Each section in this sidebar repeats the same 3 styles of text; each entry in the sidebar is consistently spaced 1.5" apart; font is the same throughout the poster (Avenir Next and Ink Free).

alignment of objects directs the flow of your viewer's gaze.

Examples: All elements in this sidebar are left-aligned, and all elements in the white section are right-aligned, so your eye catches an "invisible" line to guide its flow from top to bottom.

proximity of objects can be close to communicate a relationship between the objects, or far to communicate their distinctness.

Examples: Each entry in this sidebar has a header, body, and examples section close to one another, visually creating a group.