Poster Analysis Worksheet

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| 1. |  | What are the main colors used in the poster? What makes you feel? |
| 2. |  | What shapes and forms (if any) are used in the poster?  How are they? Are they clear, memorable, dramatic ? |
| 3. |  | Are the lines in the poster direct your attention as viewers? How? |
| 4. |  | Are the messages in the poster primarily visual, verbal, or both? |
| 5. |  | Who do you think is the intended audience for the poster? |
| 6. |  | What does the poster maker hope the audience will do? |
| 7. |  | What do you think about the balance of the design? How are the space used?  Do they create impression of equality of weight and importance? |
| 8. |  | The most effective posters use elements that are unusual, simple, and direct. Is this an effective poster? |