Poster Analysis Worksheet

|  |  |  |
| --- | --- | --- |
| 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? |