

Poster Design: Information Before Decoration

Design a clear poster using hierarchy, readable type, spacing, contrast and purposeful imagery.

LEARN • PRACTISE • CREATE • REFLECT

Original BrightPencil Kids resource - adult-led where appropriate

A4 edition • 12 purposeful pages • review copy

Print. Learn. Grow.

Grown-up guide

Learning objective

Design a clear poster using hierarchy, readable type, spacing, contrast and purposeful imagery.

Use this pack well

- Model the first example aloud, then let the learner try.
- Ask “How do you know?” more often than “Are you finished?”.
- Use real objects, talk, movement or observation when the activity suggests it.
- Stop or shorten the session if attention or enjoyment drops.
- Open-ended pages can have many successful answers.

Quality note

This resource was written originally for BrightPencil Kids. Curriculum sources informed scope and progression only; no third-party worksheet or story text is reproduced.

Learn the idea

1 Design starts with audience and purpose.

2 Hierarchy should make the most important information easiest to find.

3 Decoration should support, not compete with, the message.

Talk about it

Explain one idea in your own words. Give an example from real life, a drawing or an object if that helps.

Rank information for a fictional event by importance.

Compare two title sizes for viewing from a distance.

Repair a low-contrast text example.

Reduce a cluttered poster to three essential visual elements.

Create an accessibility checklist for text size, contrast and clear language.

Try it beyond the page

Real-world / hands-on connection

Look at one public information poster with an adult and identify what you notice first, second and third.

Before you finish

What did you notice?

What evidence, object or example helped you?

What would you change if you tried again?

Create something

Your project

Design a poster for a fictional reading event with title, date/time, action and one original illustration.

Use this space for planning, drawing, mapping, designing or notes.

CHALLENGE

Think deeper

1. What should guide a poster design first?

2. Why is whitespace useful?

3. Should an image hide important text?

Quick review

1. In one sentence, explain the big idea of “Poster Design: Information Before Decoration”.

2. Draw or write one example that shows you understand.

3. Choose one activity from this pack and explain the strategy you used.

4. Write one question you still have.

Answer & discussion notes

Use these as guidance, not scripts. Open questions can have different successful responses when the reasoning is sensible and evidence-based.

1. Suggested response

Audience and purpose.

2. Suggested response

It helps separate and organise information.

3. Suggested response

No.

Review before publication

Check age fit, factual accuracy, clarity, accessibility, rights provenance and whether the activity works in practice. This file remains a review copy until those checks are signed off.

FINISH

My learning reflection

I finished this BrightPencil learning pack.

One thing I understand better now:

A strategy that helped me:

Something I created or noticed:

My next small question or goal:

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