



Guide to...

Creating a leaflet or poster

You can use leaflets or posters for a wide range of purposes:

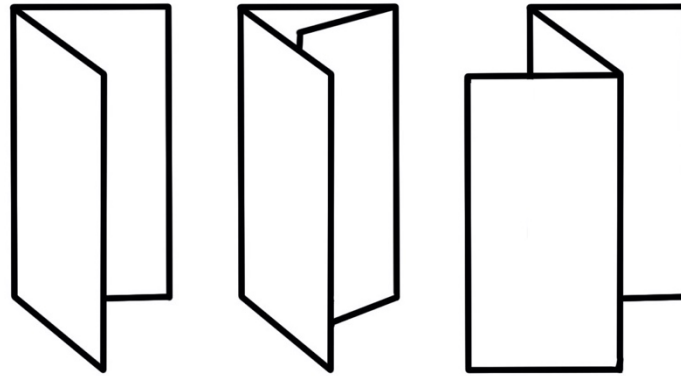
- To provide information, guidance and advice about a topic or issue
- To help raise awareness of an important issue or promote a cause
- To provide information in an accessible format
- To promote and advertise an organisation or event
- To celebrate the activities, work or achievements of members

A leaflet or poster design project can be an outcome of another activity, such as a discussion session or a planning meeting.

Posters are great for displaying on the wall of a centre where people meet for everyone to see.

Leaflets are great if you want to provide copies for individual members or to give out to other people and organisations.

Leaflets are usually printed on both sides. You can choose different leaflets designs depending on size and how they are folded. Here are some examples:



You might need to go to professional printers to get a large poster printed. Or you can create a poster by sticking smaller prints on a large sheet of paper.

You can create the designs for leaflets and posters by hand or on the computer – or a combination of the two.

Add headings, drawings and photos for visual effect.

Designing a leaflet or poster is a great project for a group – everyone can contribute in different ways.

You can learn and improve skills and knowledge in writing, design and using a computer.