

Poster Analysis Worksheet

1	What are the main colors used in the poster?
2	What symbols (if any) are used in the poster?
3	If a symbol is used, is it (describe) a. Easy to interpret? b. Memorable? c. Dramatic?
4	In what ways are the messages in the poster visual? Verbal? Both?
5	For which audience is the poster intended in your opinion?
6	What does the sponsor of the poster hope the audience will do as a result of the poster?
7	What purpose is served by the poster?
8	The most effective posters use symbols that are unusual, simple, and direct. Describe how this poster is effective or ineffective.

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