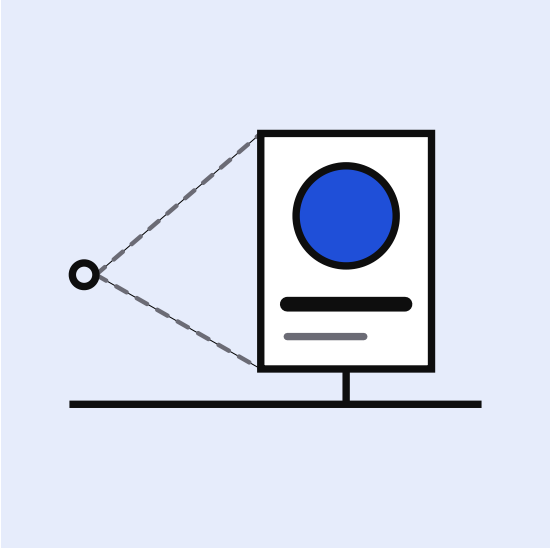
Specialty

Poster design

Designs posters: large-format printed pieces, made for the street or a wall, that combine image and text to announce something to passersby.



In Spanish

Diseño de carteles

Origin

Chéret and color lithography (Paris, from 1866); Cassandre (1920s); Swiss poster (1950s and 1960s)

What problem it addresses

People walking past a poster don't stop to read it. If they don't get the idea at a glance, the message is lost.

Principles

Seen from afar

Large shapes and strong contrasts that read at a distance.

A single idea

The whole poster pushes the same message.

Image and lettering together

The text is part of the composition, not added at the end.

Applications in design

✓ Use it like this

Look at the poster scaled down or from a distance: if you can't tell what it's about at a glance, simplify.

✗ Avoid

Setting all the information at the same size; it competes and none of it gets read.

Don't fall for it

A poster isn't a brochure: leave the details for another medium, such as a website.

Connections

Builds on

- International Typographic Style
- Visual hierarchy

Related to

- Illustration
- Typography

Authors and works

1866	**Jules Chéret**	Opened his lithography workshop in Paris and drew directly on the stone, with areas of flat color. He made more than a thousand posters.
1891	**Henri de Toulouse-Lautrec**	His first poster, for the Moulin Rouge, made him known to the general public; it sets a cropped figure in the foreground and the dancer as the focal point.
1926	**A. M. Cassandre**	Wrote that a poster must speak to the crowd in a language that is understood instantly. He applied it in posters such as Étoile du Nord (1927).
	Armin Hofmann (1950s)	From the Basel school, helped spread the Swiss poster: grid, sans-serif type, black-and-white photography and no ornament.

Sources

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