

Make a Poster

WITH CLODIA MARLAND



Clodia Marland, Poster Design for Haus of Ralph February Tour dates, 2024

ABOUT CLODIA

Clodia Marland is an Indonesian-Australian artist based in Naarm (Melbourne) who works across animation, motion design, illustration, and graphic design. Their practice centres on storytelling and creating imaginative realms, drawing inspiration from childhood cartoons, their Indonesian heritage, music, and pop culture.

As a freelance designer, Clodia creates posters for a variety of events such as concerts, festivals and sporting occasions.

WHAT IS A POSTER?

Posters are used to communicate messages visually to inform or promote. Typically, they use a mixture of text and graphic elements to create an impactful design.

YOU WILL NEED

Use Claudia's guide to design an A4 poster.

- A4 card
- Collage materials such as coloured paper, magazines or newspapers.
- Scissors
- Glue
- Coloured markers
- Pencils

1. PICK YOUR MESSAGE

Identify the purpose of your poster.. Choose one of these ideas:

EVENT

- Promote a music concert or Teen party at NGV.

POP CULTURE

- Publicise a new film or book.

PRODUCT

- Advertise a brand or product.



2. PLAN YOUR POSTER

Grab a pen and paper and plan out your poster.

WHAT'S THE CONTENT?

- Does your poster need a title or heading?
- Will it include any punchy slogans?
- Consider essential information, such as dates and location.

3. ADD GRAPHIC ELEMENTS

Think about what visual elements you will use.

CONSIDER:

- Font style and size: what needs to stand out?
- Imagery: identify a key image or symbol that conveys your message.
- Colour and shape: bold colours and shapes attract the viewer's eye.

4. LAY IT OUT

Decide on a layout.

- Is there a word or phrase you want to emphasise? Try using repetition.
- Use space to break up your poster design and allow particular elements to shine. Avoid overcrowding your poster!
- Will the imagery or text align to the left, right or in the center of the poster?

5. START DESIGNING

Now that you have your plan, you're ready to start creating your collaged poster on your piece of A4 card. You may find that you need to make a couple of drafts before you settle on your final version.

COLLAGE TECHNIQUES

Draw illustrations or silhouettes a separate piece of paper then cut them out and stick onto your poster. This will add depth. You can layer these cut-outs to create repetitive patterns or use them to make a border for your poster.