













What are the CHARACTERISTICS of Posters- STRUCTURE

| Characteristics Diversity | Physical What do you see? | Behavioural Purpose? (OPV author) | Environmental Where? | Evaluation S  W  SW  | | |
|--|--|--------------------------------------|---|--|-------------------------|---|
| Purpose  | <input type="checkbox"/> entertain <input type="checkbox"/> educate <input type="checkbox"/> inform <input type="checkbox"/> persuade | | Make a sketch of the poster layout and label the parts  | Strengths if you include it | Weaknesses if you don't | So What Ideas for your poster |
| Audience  | | | | | | |
| Dominance first thing you notice | | | | | | |
| Title  | | | | | | |
| Sub-titles  | | | | | | |
| what?  | | | | | | |
| Images Colour  | | | | | | |
| Size small medium large  | | | | | |  thinkchart |