

## Poster Analysis Viewing Guide 2

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1. What are the main colours used in the poster?

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2. What symbols (if any) are used in the poster?

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3. If a symbol is used, is it

a. clear (easy to interpret)?

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b. memorable?

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c. dramatic?

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4. Are the messages in the poster primarily visual, verbal, or both?

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6. What does the Government hope the audience will do?

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7. What Government purpose (s) is served by the poster?

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8. The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster?

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Adapted from the Poster Analysis Worksheet, National Archives and Records Administration, Washington, DC 20408.

