What’s the difference between a picture for a poster/brochure and a picture for Art?

**Definition**

A **poster** is a “public” piece of paper/etc. conveying information through text (words) and/or graphic images (symbols or pictures). It's usually designed to be displayed vertically on a wall or window and is large enough to be seen and read from a relatively short distance. Its main target audience is the person walking by.

**5 tips to how to design a good poster**

1. **Find a focus**

**“**Behind a good poster should be a message or idea, It must communicate something and should reach everyone." says Jesús Prudencio, illustrator/designer

The most important aspect is the product you are promoting. “I chose the same font for the titles of all the series for consistency” continues Prudencio. “And I used a contrasting font for the detailed information accompanying the product. But for me, just as important as the font is the background colour. The background colour I chose was based on what I felt the film symbolized and what would combine well with the other elements."

1. **Choose references carefully**

My references were obviously the pictures of the cars and watching the movie (The product). I didn't go into too much detail – analysing particular frames – for example to see what was on the label hanging on the chair of the Mr. Bean car." It's about balancing artistic interpretation with authenticity, in this case.

1. **Have fun, but be tight on the details**

Be factual correct, someone will catch you out if there is a mistake when creating an image with such a clear inspiration point, but it's also about having fun with

1. **Ensure visual balance**

"The core skill is learning how to balance a composition, and looking at how the viewer's eye will - ideally - bounce around the image, rather than being taken out of it," adds Sam Gilbey another highly regarded Poster designer. "That's no different to creating any other artwork, but if you're including type as well, then the challenge to weight everything just right can be tougher. Use a grid wherever there's a significant amount of type to include, Other than that, it's about finding your own style, and then within that, trying to find a way to tell a bit of a story with your image."

**Some suggested Rules**

1. **Define the purpose of the poster**
2. **Aim to sell the product the poster is advertising in ten seconds**
3. **A clear title is important**
4. **Layout & format is critical, good visual balance is essential**
5. **Content is important, keep it concise, precise and correct**
6. **Posters should have personality so people remember them**

**http://www.creativebloq.com/print-design/how-design-poster-pro-tips-7133634**