

Poster Analysis Worksheet

1.	What are the main colors used in the poster? _____ _____ _____
2.	What symbols (if any) are used in the poster? _____ _____ _____
3.	If a symbol is used, is it a. clear (easy to interpret)? _____ _____ b. memorable? _____ _____ c. dramatic? _____ _____
4.	Are the messages in the poster primarily visual, verbal, or both? _____ _____
5.	Who do you think is the intended audience for the poster? _____ _____
6.	What does the Government hope the audience will do? _____ _____
7.	What Government purpose(s) is served by the poster? _____ _____
8.	The most effective posters use symbols that are unusual, simple, and direct. Is this an effective poster? _____ _____

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