Name:_____ Date:_____

POSTER ANALYSIS WORKSHEET

1. What is the poster's message?

2. What is the purpose(s) of the poster?

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

4. If a symbol is used, is it
   a. clear (easy to interpret)?
   b. memorable?
   c. dramatic?

5. Are the messages in the poster more visual or verbal?

6. Who do you think is the intended audience for the poster?

7. What does the poster encourage the audience to do?

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