

NET ZERO NOW



COMMUNITY ACTION ON CLIMATE CHANGE



Creating a Poster

If you aren't someone who considers yourself to be naturally creative, creating a poster from scratch can sound like a daunting task. However, there are some simple tricks you can use to make an engaging and eye-catching poster.

Canva

Canva is a programme that we use at CCF for creating our comms materials and you don't need to pay to use it. You can use Canva to create a wide variety of different resources including posters, banners, social media graphics, leaflets and more. There are other sites and software you can use as well (e.g. Adobe Creative Cloud, GIMP and Piktochart) so if you don't get on with this one, it's worth looking around.

Below are some resources you might find useful:

- [How to use Canva for beginners](#) - a 10 minute video explaining the basics of Canva
- [Beginning Graphic Design: The Fundamentals](#) - a 6 minute video explaining the basics of design: using lines, shapes, form and texture
- [Free online poster maker on Canva](#) - an article giving tips for designing posters along with links to Canva poster templates
- Pages 8-9 of [Listen, learn adapt: Engaging your community in a meaningful way](#) - outlines why you might want to use a poster
- Pages 34-36 of [Listen, learn adapt: Engaging your community in a meaningful way](#) - discusses how to use graphic design and the advantages and disadvantages of some of the tools available.

Design company Venngage has [10 useful tips](#) for designing a poster which you may find useful:

1. **Use bold, contrasting colours:** to make your poster stand out
2. **Pick a decorative font for the header:** use a font style that reflects the mood
3. **Use a solid colour filter:** This helps text stand out from the background
4. **Keep text short and sweet:** Include only key information
5. **Create a picture with icons:** No drawing skills necessary
6. **Mix and match colours:** This will make your poster eye-catching
7. **Use lines to create a focal point:** Direct the gaze to the most important info
8. **Emphasise text with borders:** Frame info you don't want readers to miss
9. **Include a call-to-action:** Tell readers what step they should take next
10. **Use a standard page size:** This makes printing your poster easier

There are four example posters¹ on the following pages that use most of these techniques. As you look at the posters, think about which has been used in each.

¹ Posters are templates from [Canva](#). More available through the link.

Plastic: Useful for minutes, harmful for decades.

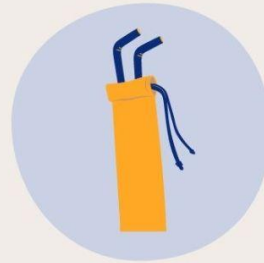
While a plastic item may only be useful to us for minutes, it takes decades to break down in the ocean.



Plastic toothbrush:
500 years to break down.



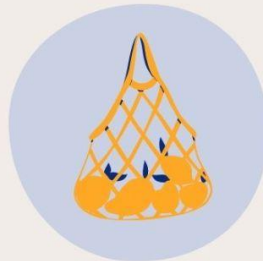
Plastic bottles:
450 years to break down.



Plastic straws:
200 years to break down.



Coffee cups:
30 years to break down.



Plastic bag:
20 years to break down.

Information Source: WWF | www.wwf.org.au/news/blogs/the-lifecycle-of-plastics#gs.zacr13 | Accessed 21 April 2021.

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Steps for COVID-19 Vaccination

- 1.** Line up at Hall A for confirmation of your vaccination slot. Please prepare your valid ID.
- 2.** Go to Hall B and wait until your name is called.
- 3.** You will then be taken to Hall C for your vaccination.



**Vaccinations will run
from 8 AM to 6 PM only.**

Please maintain proper social
distancing while queuing.

SUGAR RUSH BAKE SALE

JULY 21-22, 2018
CREEK FOOTBALL FIELD

ALL PROCEEDS GO TO THE
CREEK CANYON ARTS PROGRAM

