



Lingnan 嶺南大學
University 香港 Hong Kong

Office of Service-Learning

14/10/2025 Version 01

"WHAT MAKES A GOOD POSTER"

"Let's talk about visual hierarchy. Guide your viewer's eye by making the most important elements, like your project title, the largest and boldest. Subheadings should be smaller, and body text smaller still. A good rule is to never go below a 16-point font for readability."

BAD

Heading Subheading

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.

GOOD

Heading Subheading

Point 1

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.

Point 2

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.

KEY READING PATTERNS

Z-SHAPED PATTERN

This pattern is ideal for simpler pages, such as landing pages that are not text-heavy.

Top bar:

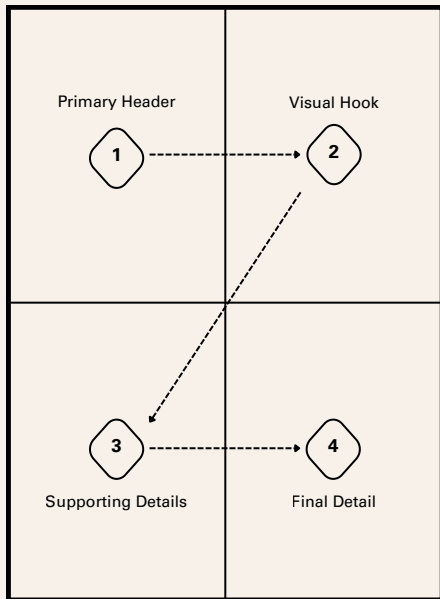
The eye scans from the top-left to the top-right.

Diagonal:

The eye then moves diagonally down from the top-right to the bottom-left.

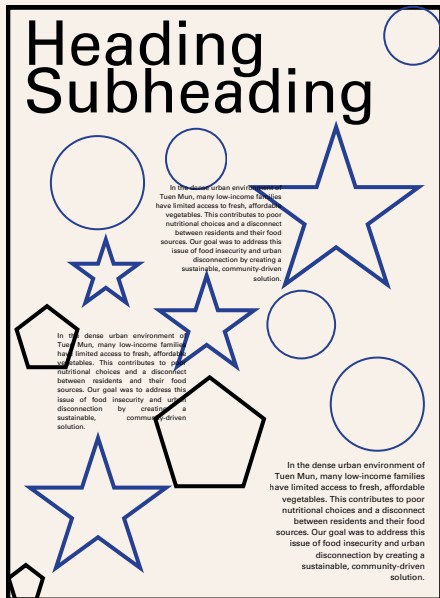
Bottom bar:

Finally, the eye moves horizontally from the bottom-left to the bottom-right.

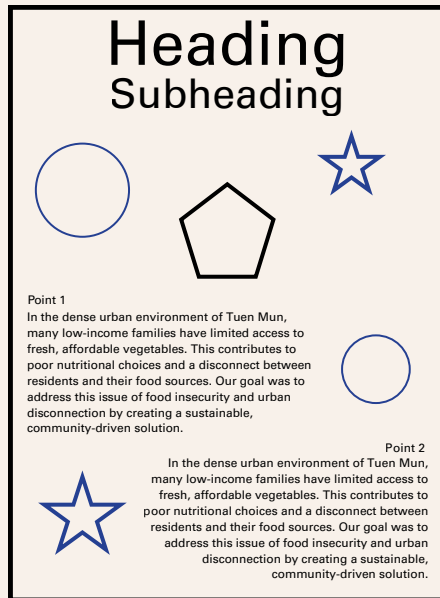


“ Embrace white space. Don't feel the need to fill every corner. Generous spacing around text and between sections gives your content room to breathe and makes your poster feel organized and approachable. “

BAD



GOOD



“ Master color and contrast. Ensure there is strong contrast between your text and background; dark text on a light background is always safest for reading. Use color sparingly to highlight key information, not to decorate. ”

BAD

Heading

Subheading



Point 1

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.



Point 2

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.



GOOD

Heading

Subheading



Point 1

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable,

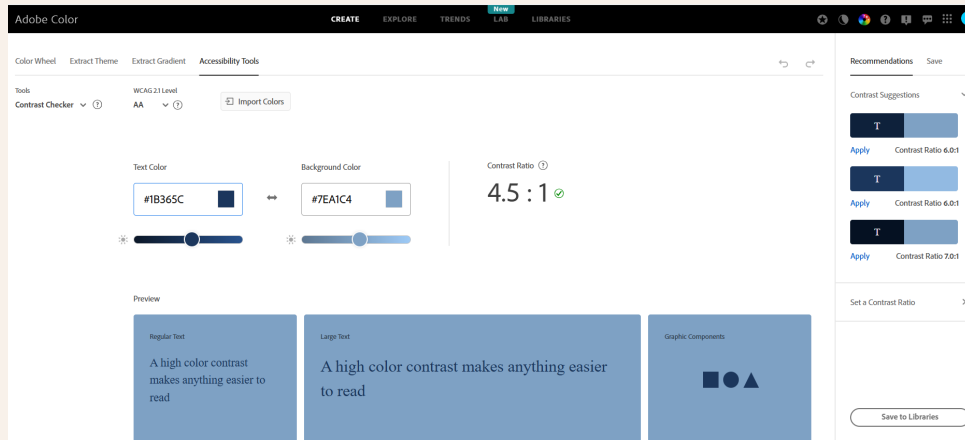


Point 2

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.



ADOBE COLOR



Adobe Color helps you build harmonious color palettes and also analyze their contrast, ensuring your poster designs are both visually appealing and accessible.

“ Limit your fonts. Stick to a maximum of two complementary fonts—one for headings and one for body text. This creates consistency and a clean, professional look. ”

BAD

Heading

Subheading



Point 1

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban



Point 2

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.



GOOD

HEADING

Subheading



Point 1

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.



Point 2

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.





“ Highlight ”

TEXT COLOR

HEADING

Subheading



POINT 1

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.



POINT 2

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.



PADDING

HEADING

Subheading



POINT 1

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.



POINT 2

In the dense urban environment of Tuen Mun, many low-income families have limited access to fresh, affordable vegetables. This contributes to poor nutritional choices and a disconnect between residents and their food sources. Our goal was to address this issue of food insecurity and urban disconnection by creating a sustainable, community-driven solution.



“ THANK YOU ”