1. Communicates the message

Is easy to read

Large text

Clear font or handwriting

Informs

entices

2. grabs attention – makes one look at it

has valuable pictures

large title

3. Effective design and colour

Good use of “white space”

Move eye from one aspect to another

Balance

Simple and uncluttered - not crowded

Elements work together - unified

uses colour - not just black and white

- emphasis – contrast colours, background and words

4. summarizes info

Brief points – no large blocks of print

Accurate

Just enough info to interest but not enough to spoil or to exaggerate

5. is planned out

Stage various parts before gluing and writing or colouring in marker