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