# Poster & Graphic Design

## AllyShip Accessible Communications Checklist

### Content

* Concise, informative text in plain English
* Emphasise the key details by using large text, bold text and spacing the key facts into their own, prominent areas.
* Include Contact Details for a named person who addresses accessibility considerations

### Layout

* Left Alignment
* Background does not impact the readability of the text. (There is a plain background, or if using an image, it does not obscure the text on the design)
* Avoid using all capital letters, LIKE THIS

### Design

* High Colour Contrast
* San Serif Font (unembellished, easily legible font)
* Font size of 12pt or higher

### Digital Posters

* If including animations or gifs, they all have accurate captioning or subtitles
* If including links, they are labelled with descriptive text
* Alt. (alternative text) is always included for your posters when they are published to social media.
* Use CamelCase Hashtags