



# BILLBOARD DESIGN TIPS

## Things worth considering before you get started

Planning ahead can seem boring, but it can save you a lot of time or errors that could really set you back otherwise.

### Audience

Whatever you want to create, take a moment to think about who is going to see your artwork. Do you want to address it to a group of people in particular, or is it for everyone? Either way, it will give you a direction for what images, words, style or such you might want to use... Or decide to ignore!!

### Location

Where is your artwork going to 'live'? If you want it to be seen by the most people, you need a place with a lot of 'traffic'. If you want it to be seen by a specific group of people, where is the best place for it? Is it inside or outside (not protected from the elements).

### Size

What size do you want your artwork to be? Regular billboards are 6m x 3m - it's a LOT of space to fill up!

Measure the space you have available for your artwork, and decide what size will have the right impact. Big is not always best, - but small can also be too small. Try cutting a placeholder in paper and see how it looks!

### Scale

When you know the size of your final artwork, think about the size of the elements that you are going to use on it - they will need to be the right size for it. You can create smaller templates for the elements you want to fill in, or decide on a minimum/ maximum size when creating them. Digital software can also help resize and print elements to the right size - know what's possible!

### Materials

You can easily use paper, pens, cut outs and paint to make your artwork. You might want to add 3D elements to your artwork - it's worth considering how it will be fixed to the wall (something heavy might fall down unless well secured) and if it risks being damaged. And if your artwork is going to be outside, how will you make it weather proof?

### Know your limits

Creativity often comes from having to solve problems, If you know you are limited in space, materials or any other factors, it's a great opportunity to come up with ideas that will make it work for you.

### Document your project

Take pictures or videos from the start, you can use that to tell a visual story of your project. You will also really enjoy seeing how far you've come and all of the steps/ ideas involved to get to your final artwork

## Tip: have fun...

Planning is not the death of enjoying creative activities. You may find it easier to follow the guidance here, but equally you might find it better to let your inspiration and retrofit your ideas afterwards. It's all good and you will learn plenty from both approaches!



# BILLBOARD PLANNER

All the information you need to remember

Record all of the decisions you have made about your billboard

## Size and location

Where will your billboard be displayed?

How big will it be? (measure the space)

cm x cm

## Template

Choose the layout for your billboard

Characters

Comics

Scene

Other

## Background

how are you going to create your background?

Paint

Digital

Collage

Photo

Other

## Visual elements

what extra layer are you adding to your background?

Drawings

Text

Stencils

Photos

Other

## Message

What core message you want your billboard to include

single large

multiple

both

None

Other

## Notes



# BACKGROUND MAKER

This is the layer that all of your billboard will 'hang from'  
Record all of the decisions you have made about making it

## Background

how are you going to create your background?

Paint

Digital

Collage

Photo

Other

## Style

What is the look and feel you want to achieve? Something abstract or realistic? Is there a particular style you want to follow?

## Colours

Do you want to use lots of colours, black and white, or go monochrome? Maybe you want to create a colour palette?

## Tools and materials

What materials do you need to make your artwork? (think paper/ card/ paint/ camera and printer/ collage materials, etc...)

## Process

Are you going to work as a group on the same artwork or create individual pieces that need to be brought together? how will you organise yourselves?

## Notes

**Tip: Don't forget about scale!**



# ASSETS DESIGNER

This is the layer that will add visual interest to your billboard  
Record all of the decisions you have made about making it

## Visual elements

what extra layer are you adding to your background?

Drawings

Text

Stencils

Photos

Other

## Template

Do you have a specific section or size you need to design to? Do you need to cut out a template or can you decide on a size for everyone to follow?

## Style

Are separate elements similar or different styles? Do you have a colour palette or freestyle? How big should they be to fit in the bigger artwork? Do you need a template to make

## Tools and materials

What materials do you need to make your artwork? (think paper/ card/ paint/ camera and printer/ collage materials, etc...)

## Process

Are you going to work as a group on the same artwork or create individual pieces that need to be brought together? how will you organise yourselves?

## Notes

**Tip: Don't forget about scale!**



# MESSAGE DECODER

This is the layer that will provide the message to your billboard  
Record all of the decisions you have made about making it

## Audience

Who do you want to address your message to?

## Intention

What do you want them to remember when they see your billboard? What do you want them to feel?  
(Happy, intrigued, concerned, amused, etc...)

## Size and location

How big will the message be, what font will you use? (bold, handwritten, ornate, see through, solid) and where will it be on the billboard?

## Tools and materials

What materials do you need to create your message ( draw/paint/ccut out letters/ stencils/ digital

## Process

Are you adding the message physically or digitally?

## Notes

**Tip: Don't forget about scale!**



# MOOD BOARD

Capture your visual inspiration

Take photos, cut out or print images that inspire you and collate them here or on a larger piece of paper.

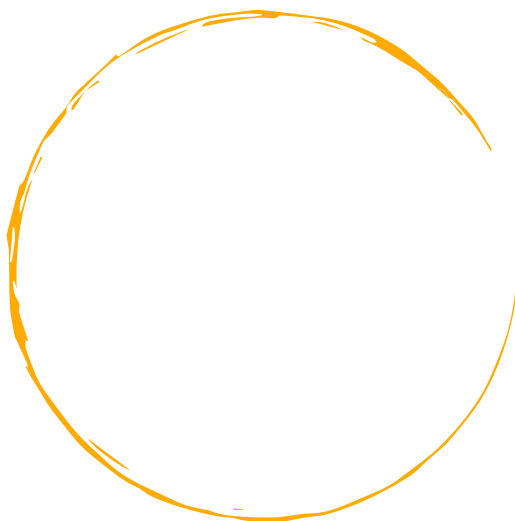
A mood board template consisting of ten yellow rectangular boxes of various sizes arranged in a grid-like fashion. The boxes are intended for users to paste or print images that inspire them.

Notes

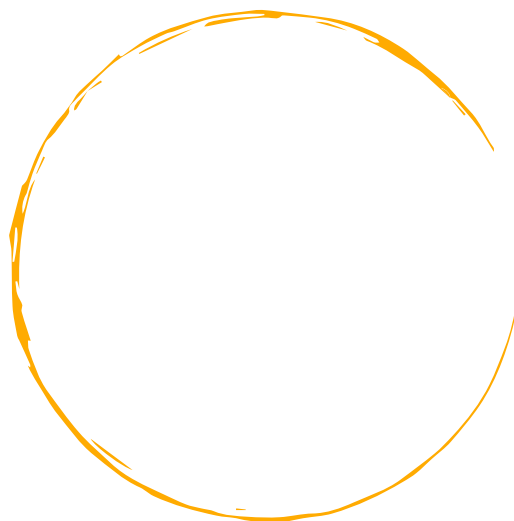
# COLOUR PALETTE

Developing a set of colours is a useful design tool

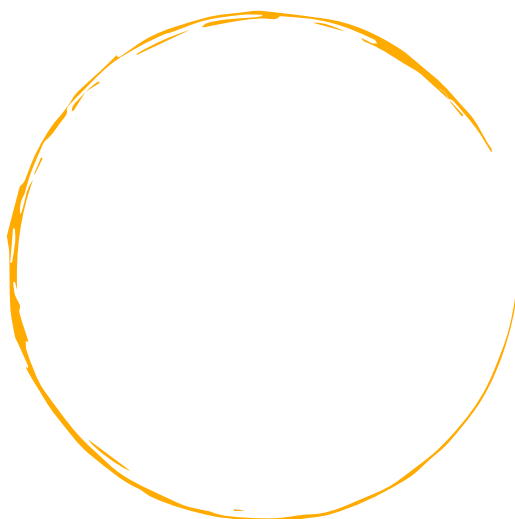
Colour palettes are usually made up of six colours. These should include one dominant colour, four accent colours, and one text colour.



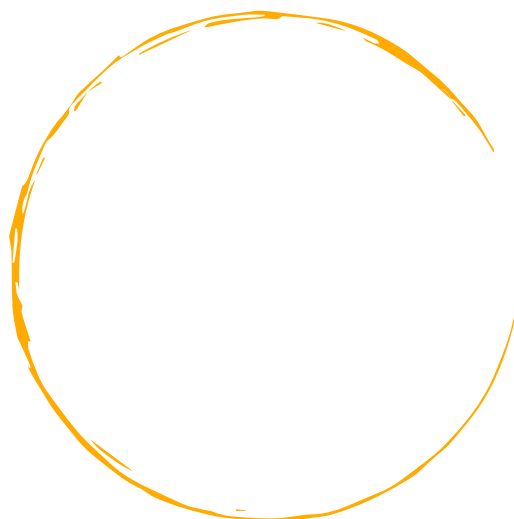
Dominant colour



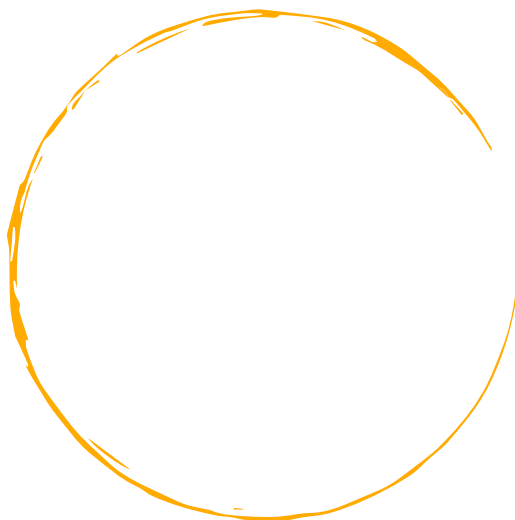
Accent colour 1



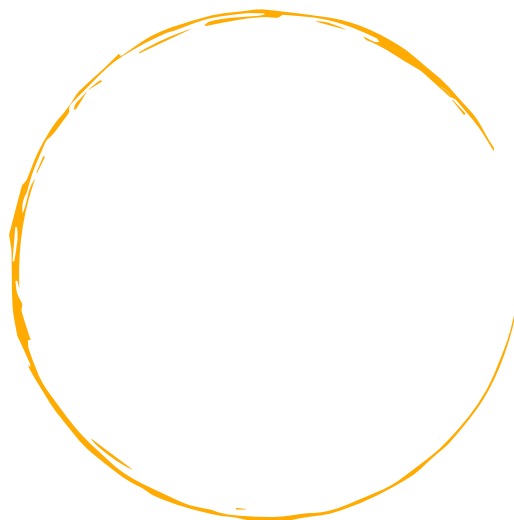
Accent colour 2



Accent colour 3



Accent colour 4



Text colour



# STORY TELLER

Now that you're done, how are you going to tell your story?

Sometimes it can feel like the hardest part - so it's worth capturing your top lines here.

## About the artists

who took part in the project, what inspired you

## Our message

Explain what your message came from, why it matters to you and how you hope it will be received

## Developing the concept

What decisions you made along the way and how you decided

## What we have achieved

What do you think of the final outcome, what surprised you, how you hope people will react

**Tip: you could also do a video!**