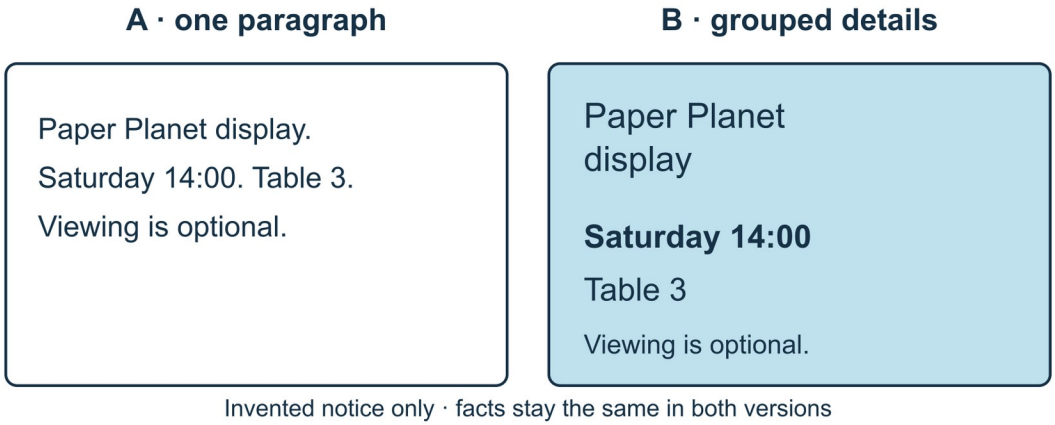
Make an invented poster easier to read

Which layout change helps a reader find one important detail?

Reorganise an invented poster so its title, time and place are easier to locate without changing the facts.

Make | 10-20 minutes, or one layout change | The supplied example, read or heard, Optional scrap paper and a pen or pencil

Start here Use this complete fictional notice: 'Paper Planet display. Saturday 14:00. Table 3. Viewing is optional.' It is not an actual event invitation.



Same facts, clearer groups

1 Keep the facts fixed

Copy the title, day, time, place and optional-viewing statement. First arrange them as one unbroken paragraph with equal emphasis.

2 Create a second hierarchy

Give the title a clear heading, then place Saturday 14:00 and Table 3 on separate short lines. Keep Viewing is optional as a readable note.

3 Check a concrete question

Point to where a reader would find the time in each version. Explain the structure that helps locate it, rather than asserting that everyone will read it faster.

4 Make one revision

Choose a clearer order, more space or a shorter label. Verify that no time, place or participation fact changed during the redesign.

Constructed poster same information two arrangements

Both versions describe the same invented Paper Planet display. No actual session, booking or location is offered.

• A puts all four sentences in one paragraph with equal emphasis.

• B uses a title followed by Saturday 14:00, Table 3 and Viewing is optional on separate lines.

• The facts stay fixed; the grouping and heading structure change.

What this example can show A layout explanation is not a timed reading test. Font, size, contrast and the actual reader's needs still matter.

A different way

Reorder spoken labels, direct someone to place the lines or compare the two supplied versions. A finished graphic is unnecessary.

If you want to go further

Make a narrow-screen version with the same reading order. Explain which lines can wrap without separating the day from its time.

Something to notice

Did I improve the organisation without quietly changing the message?

Read or explore more

Horizon topic Typography Layout

https://launchhorizonhq.com/learn/typography-layout/

Horizon topic Information Design

https://launchhorizonhq.com/learn/information-design/

Horizon topic Human Centred Design

https://launchhorizonhq.com/learn/human-centred-design/

Australian Government Style Manual Structuring content

https://www.stylemanual.gov.au/structuring-content

W3C Web Accessibility Initiative Headings

https://www.w3.org/WAI/tutorials/page-structure/headings/