

# PROTEST SIGNS



# THIS IS  
WHAT  
SELF  
ADVOCACY  
LOOKS  
LIKE  
#DDAM2024



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## CONTENT

- SHORT BUT MEANINGFUL PHRASES
- MAKE SURE IT CONVEYS THE RIGHT TONE
- HUMOR CAN BE EFFECTIVE
- BE THOUGHTFUL AND CREATIVE!
- HAVING A DOUBLE SIDED SIGN IS MUCH MORE EFFECTIVE IN CONVEYING YOUR MESSAGE.

## COLOR

- COMPLEMENTARY COLORS (OPPOSITES) STAND OUT.
- OTHER ATTENTION-GRABBERS: WHITE-ON-RED, BLACK-ON-YELLOW, AND BLACK-ON-ORANGE
- IF YOU DECIDE TO USE COLORS OTHER THAN BLACK, MAKE SURE THE COLORS ARE NOT TOO LIGHT.
- CHOOSE MATTE OVER GLOSSY FINISHES

## READABILITY

- THE NUMBER OF WORDS SHOULD BE KEPT LOW
- SKETCH IT OUT FIRST TO TEST THE SIZE
- TEXT NEEDS TO BE BOTH BOLD AND LARGE
- USE A LIMITED COLOR PALETTE.
- DO A READABILITY CHECK BY WALKING A FAIR DISTANCE AWAY FROM YOUR POSTER.

## MATERIALS

- FOAM CORE SHEETS OR POSTER-BOARD ON CARDBOARD ARE LIGHT ENOUGH TO CARRY
- PENCILS, POSTER PAINT, CHEAP BRUSHES, PERMANENT MARKERS, CLEAR PACKING TAPE OR DUCT TAPE, CARDBOARD TUBES FOR SIGN-CARRIERS, SCANNER AND PRINTER (OR A COPY MACHINE)