Guidelines for designing a poster:

 A poster is designed to be put up at a public place, so it should be designed in such a way that it may catch the attention of the passers by

A poster should have bigger / bold / capital letters because it is read by the public from a distance.

A poster should not have any extra or irrelevant matter, it should only be focused on the issue for which it is prepared.

A poster can be made more catchy by using phrases, slogans and attractive language.