

ARTWORK GUIDE

Pre-test Outdoor Artwork at Simulated Viewing Distances for Legibility

HOW TO USE

Simply tape the artwork to a wall, project it as a slide, or view it on a computer screen.

#1. Hold the viewer at arm's length, facing artwork.

#2. Look through the appropriate sized cut-out for testing artwork.

#3. Move forward or backward until the guide opening exactly frames the artwork. This simulates how the billboard will appear from the distance indicated.

The simulated distance for viewing a standard 14'x48' bulletin is 500 feet. The distance for testing a highway 12'x24' bulletin or poster is 300 feet. The 6'x12' street sign is viewed at 150 simulated feet.

Bulletin



14' x 48' from 500 feet

Hwy Bulletin / Poster



12' x 24' from 300 feet

Street Sign



6' x 12' from 150 feet

POINTS TO CONSIDER

- Can you easily read the text/copy? Are the letters large enough?
- Are the type styles or fonts legible?
- Is the design cluttered? Can everything be viewed/read quickly?
- Are the graphic elements large and clear enough?
- Do the colors offer high enough contrast?