

# B.O.A.S.T. Checklist

## Billboard Design

- Is the purpose or theme of the poster clear?
- Does it effectively pitch the message?
- Does it attract the attention of the audience?

## Optically Pleasing

- Is it eye-catching?
- Is it balanced?
- Is it creative?
- Are the font sizes appropriate?
- Are there visuals?

## Audience Interaction

- Is it appropriate and interesting for the audience?
- Does it create interaction and invite discussion?

## Say it with Fewer Words

- Is the amount of text appropriate?
- Are visuals, tables, charts, or graphics used to say a paragraph?

## Thirty-Second Sound Bites

- Is there a 3 sentence sound bite?
- Does the sound-bite entice the audience to learn more?