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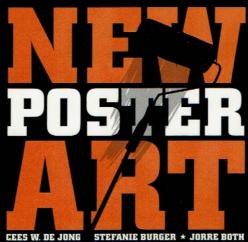
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Even today, among the world's ever-increasing abundance of digital media and profusion of images, the poster remains a key means of communication and an important medium for designers' artistic expression. But what makes a poster successful? How does a designer transform a blank piece of paper into a seductive image? What are the abiding principles, or does anything go?

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CEES W. DE JONG is Director of the design studio and publishing company V+K Design-Publishing in the Netherlands.

STEFANIE BURGER and **JORRE BOTH** are Masters students at the University of Utrecht, The Netherlands. They recently co-curated an exhibition of Dutch posters, 'Binnen de Grenzen van het Affiche', at the Museum Mesdag in The Hague.

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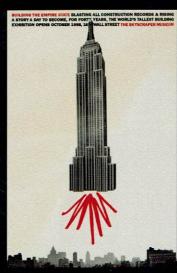
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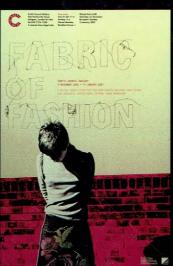
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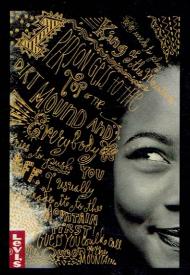


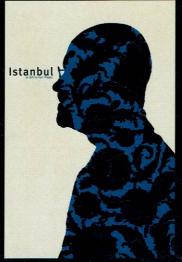


















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