



## 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 guide at arm's length, facing the artwork.
2. Look through the appropriate cut-out square for testing.
3. Move forward or backward until the guide opening exactly, or as nearly as possible, frames the artwork. This then simulates how the billboard will appear from the distance indicated in real life.

This guide tests for the effectiveness of artwork. Things to look for:

1. Can you easily read the text/copy?
  - a. Are the letters large enough?
  - b. Are the font styles legible?
  - c. Is there enough color contrast?
2. Are the graphic elements large enough and clear enough?
3. Is the design cluttered? Can you read and view everything quickly?

## Artwork Tester



**Freeway Bulletin**  
**14'x48' from 500 ft.**



**Highway Bulletin**  
**10'x24' from 300 ft.**



**Street Sign**  
**6'x12' from 150 ft.**