

# What Makes a Good Poster?

## Ideas for display

- ▶ Educational Content
- ▶ Presentation
- ▶ Neatness & Appearance
- ▶ Originality, Creativity, Functionality
- ▶ Accuracy and Neatness

## Step 1: Choose an Idea

Choose something that has to do with your project

How to make something- has a beginning or end

Information style poster – with no beginning & no end



## Step 2: Prepare Your Work space

Gather everything you will need

## Step 3: Write and Effective Title

## Step 4: Choose Your Layout

## Step 5: Choose a Border

## Step 6: Attach Text and Images

## Step 7: Jazz It Up!

Readable – use clear language, good grammar in all poster text • Legible – all poster text should be readable from 5 feet away • Well-organized – group items logically, visually for maximum impact • Succinct – you have 10 seconds to grab your audience’s attention

Use color, photos, charts, graphs to support your poster. Remember: A little color goes a long way. Stick to two or at most, three colors for text and graphical elements.

Use an easy-to-read font for all text at a minimum size of 16pt. Avoid ALL-CAPS for extended blocks of text, as they are HARD TO READ.

When choosing colors for your poster, err on the side of conservatism; Chartreuse and pink? Not so much. Certain colors when side-by-side “vibrate” making text difficult to read: Headache Yikes

1. **Original** - Something eye-catching that makes the public want to stop and read it (color, pictures, drawings, unusual shape, etc.)
2. **Simple** - Put 1-2 basic points on each poster.
3. **Colorful** - Use color for emphasis, variety, and to get and hold attention. But use colors sparingly.
4. **Organized** - Make your points easy to read and follow.
5. **Readable** - If using more than 5-6 words, use capital and lower case letters rather than only capitals.
6. **Educational** - Use a poster when it helps explain a point more clearly to your audience.
7. **Spaced** - space areas between letters adequately. Use  $1\frac{1}{2}$  letter width between words and 3 letter widths between sentences. Margins should be larger on the bottom and equal on the other 3 sides.
8. **Neat**
9. **Accurate** - spelling and all information should be correct.
10. **Action** - Tells the viewer to do something and makes him/her want to do it.



### Color Readability

Consider legibility when selection colors. Many color combinations harmonize well. But they may not read well. The following combinations are listed in order of readability:

1. **BLACK** on medium Yellow.
2. Medium Dark **GREEN** on White
3. Medium Dark **RED** on White
4. Medium Dark **BLUE** on White
5. **WHITE** on medium Dark Blue
6. **BLACK** on White
7. Medium **YELLOW** on Black
8. **WHITE** on medium Dark Red
9. **WHITE** on medium Dark Green
10. **WHITE** on Black

## Posters and Presentations

1. Use to highlight some of the important points and recipes.
2. Make sure posters are right side up on the easel.
3. Do not stand in front of you posters.
4. Use a pointer.

### Tips for making Posters and Charts

1. Lettering should be large enough to be read at normal reading distance. The chart below shows minimum letter heights for various distances.

	County			Club
Reading Distance	70 feet	40 feet	20 feet	10 feet
Large	4 inches	3 inches	2½ inches	1 inch
Easy to Read	2½ inches	2 inches	1 ½ inches	¾ inch
Fairly Easy to Read	1 ¼ inches	1 inch	¾ inch	½ inch
Possible to Read	1 inch	¾ inch	½ inch	¼ inch
Cannot be Read	¾ inch	½ inch	¼ inch	3/16 inch

2. Thin lines cannot be read as well as thicker lines.
3. Plain, simple letters are more readable than fancy letters -- and they take less time to make.
4. Lighter colors are harder to read. If colors are used, they should provide enough contrast to the background so they are easier to read. Another idea is to outline or highlight light colors with black. Try to avoid using a variety of colors if the posters are used only for writing. Basic black is still the best!
5. Capital letters should be used for emphasis or to attract attention. They are harder to read than lower case letters if there is a lot to be read.
6. Keep writing to a minimum by using a key phrase or word.
7. Plan ahead!

