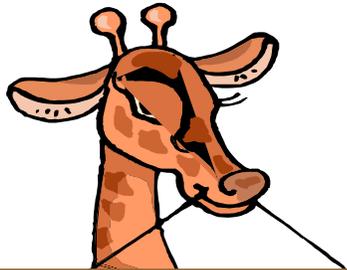
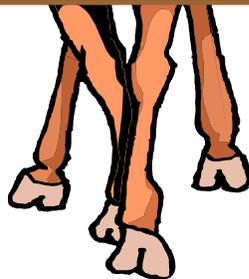


# ***POSTER***

# ***GUIDELINES***



**Making  
Educational  
Posters**



# Making Posters



**Making  
Educational  
Posters**



## WHAT IS AN EDUCATIONAL POSTER?

An educational poster tells the audience something they probably don't know. It tells them something they would be interested in knowing in a simple, attractive manner.

## POSTERS FOR PRESENTATIONS

A poster is an excellent visual aid for a demonstration. A demonstration poster may be a title poster, may present main points of the presentation, or may summarize the presentation. Most demonstration posters require a person to explain them, they do not give the viewer enough information to stand alone. A person may use several posters as visual aids for their presentation.

## POSTERS FOR FAIR DISPLAYS

A good poster used for a fair display is self-explanatory, it speaks for itself. Fair display posters should make people **STOP, READ, AND REMEMBER**. Effective posters attract attention, stimulate thought, teach facts or show a process.

## CHOOSING A TOPIC

Select a subject area from one of your 4-H projects, something you've studied in school, a science project, or some other area of interest. Then limit your topic to a specific message that is easily covered in a small space, such as cooking terms or pruning roses. Have the reason for your poster clearly in mind before you start. What do you want your audience to know or to do? Effective posters have one main idea.

## FINDING YOUR INFORMATION

Find information for your poster from your 4-H publications, from books or magazines at the public library, or talking with an expert. It is important to make sure your information is correct and current.

## **KEEP IT SIMPLE**

Remember, a person should be able to read your poster at a glance and understand it.

## PLANNING AND DESIGN

What kind of poster do you want? What size will it be? Where will your poster be displayed? Think about your basic design before you start. Cut out all the parts or make a drawing of how it should look before you put it together

### PLAN AHEAD

Be Brief

Be Neat

Be Colorful

Be Accurate

*(spelling, grammar, & facts)*

- ♦ **SIZE:** Small posters (14" x 22") are all right in a corridor where people pass nearby, but for a presentation or fair posters the larger (22" x 28") poster board size is a better choice. A poster displayed in a barn at fair or outside must be large enough to attract attention and be easily read from a greater distance.
- ♦ **MESSAGE:** Your message should be brief and direct. A person should be able to read it at a glance.
- ♦ **TITLE:** A title must identify the exhibit, should be short and simple, and should attract attention
- ♦ **ATTENTION GRABBING TECHNIQUES:** The use of actual objects, models, illustrations, motion, lighting, color, and contrasts all help to attract attention.
- ♦ **BORDERS:** Always leave a margin around the four edges. Large or poorly done borders may overpower the pictures and written material.



## SELECTING COLOR

1. Limit to 2-3 colors, with 1 being dominant.
2. Use neutral or soft colors for backgrounds (white, grays, light blues, pale yellows).
3. Bright or intense colors may be used for smaller areas or as a center of interest (reds, bright yellows, oranges).
4. Dominant colors are best for lettering (black, dark blue).
5. Combinations such as black on yellow or red on white are easier to read than colors that are complementary—red on green or yellow on violet.

## LETTERING

Keep your lettering simple, well-spaced, and consistent in style. Lower case letters are easier to read than all capitals, use capitals for emphasis or variety. Lettering should be bold enough to be read from a distance; consider line thickness as well as letter size. Always leave enough space between the words and the lines for easy reading. Measure the placement of your letters before beginning. The following are methods of poster lettering:

- ◆ Computer fonts.
- ◆ Stencil (when using stencils that create breaks in letters, connect the lines to make a solid letter).
- ◆ Lettering books.
- ◆ Flash cards.
- ◆ Educational workbooks or coloring books.
- ◆ Patterns, sewing, or craft books (some books have patterns for letters and numbers).
- ◆ Peel and press letters (these are sometimes difficult to position).

## LETTER SIZE FOR VISIBILITY

<u>Viewing Distance</u>	<u>Minimum Letter Size</u>	<u>Line Thickness</u>
10 feet	1/2 inch	3/32 inch
20 feet	3/4 inch	1/8 inch
50 feet	2 inches	5/16 inch

## ILLUSTRATIONS

Actual objects, photos, cutouts, drawings, or cartoons make interesting visual effects. Use a copy machine to enlarge (or shrink) designs and letters. If you use a dimensional object, attach it very securely. Glue is usually not strong enough to hold the dimensional object to the poster. Do not use an illustration with the brand name visible.



## MORE TIPS

- ◆ Always check your spelling before you write.
- ◆ Laminate your poster if you plan to use it frequently or wish to protect it from the elements, especially if it is to be displayed in a barn at Fair.

## SUPPLIES

- ◆ Background– poster board, cardboard, wallboard, plywood, pegboard, hardboard.
- ◆ Fasteners– rubber cement, glue sticks, post-a-note stick (for temporary placement), white glue.
- ◆ Pencil– to make light lines for lettering or illustration placement.
- ◆ Eraser– good quality, soft.
- ◆ Ruler and yard stick
- ◆ Protractor and compass.
- ◆ Felt-tipped pens.
- ◆ Drafting or quilting tools– t-squares, triangles, squares.
- ◆ Colored paper
- ◆ Poster paint
- ◆ Fabric and iron-on paper backed fusible from the fabric store.
- ◆ Wrapping paper.
- ◆ Contact paper.



## WHERE TO FIND SUPPLIES

- ◆ College book stores for art or drafting supplies.
- ◆ Office supply stores.
- ◆ Teaching supply stores.
- ◆ Variety stores with school and office supplies.
- ◆ Fabric stores.
- ◆ Craft stores.
- ◆ Copier services for colored papers, drafting supplies, or laminating.

# Ideas for 4-H Educational Exhibits

## ANIMALS

Description of animal showing, body parts, color markings, good qualities, etc.

Breeds of animal. Tell the breed, characteristics of the breed, and history.

What do you feed the animal?

What does it cost to raise a specific animal? Include cost of animal, food, shots, etc. Make charts showing actual output of money, selling prices, and profit, if any.

Charts showing animal breeding.

Charts showing stages of growth of animal.

Charts of differences in hooves of animal. Why? What can one hoof do that another can't?

Diagram of animal cuts of meat.

Recipes for cuts of meat.

### **Poultry**

Pictures of different breeds of chickens, different eggs, color, with charts explaining.

### **Sheep**

Wool: carding, spinning, weaving, dyeing. Examples of results and processes.

Display of steps from lamb to sweater, sheep to shawl. Garment of different fleeces.

### **Goats**

Why do some goats have long floppy ears when others have stand up ears or small ear?

### **Horses**

Charts of parts of a saddle.

Differences between English and Western saddle, halter, hackamore, etc.

Horse chart of nutrition. Type of hay, vitamins to obtain proper nutrition.

Display of tack in the horse barn.

Charts of coaches or harness racing carts naming their types, parts, and history.

## OTHER PROJECTS

### **Food**

Means of preserving food.  
Commercial food dryers, how they work, costs.

### **Food preservation**

Cautions as well as methods.  
Explain food values.

### **Clothing**

Sewing hints for finishing, color combinations, use of plaids or stripes.  
Point out what makes a garment superior.

### **Wool**

Pelts from sheep. Differences in pelts from different breeds.  
Description of carding & weaving.  
Use of plants, etc. to dye wool.  
Garments of different wools and their natural colors.

### **Dairy**

Charts of milk cows and their stomachs.

### **Needlework**

Explain steps in knitting, tatting, needlepoint stitches, crewel work, bargello, etc.  
Explain how to create your own designs or enlarge one.  
Explanation of on how quilting is done.  
History of quilting.

### **Horticulture**

Display of poisonous plants, shrubs, flowers, vegetable or wild plants.  
New varieties of wheat or berries.  
Seed display – seeds of various categories of vegetables or other plants. Display with pictures of plant, products produced, field growing, harvest, etc.  
Display featuring county's most important agricultural products.  
New crops becoming popular in the area.

### **Crafts**

Step by step instructions for craft.  
How to sketch your own design.  
Macramé halters or homemade horse blankets.

### **Miscellaneous**

Collections: Such as duck decoys, old muskets, weather vanes, old logging equipment, or old handcrafted wood sculptures..

### **Demonstrations**

Demonstrations of grain testing or wheat milling, demonstrations of horse shoeing, demonstrations of sheep shearing, demonstrations of carding and weaving wool, demonstrations of quilting.

# EDUCATIONAL DISPLAY SCORECARD

✿ C0679

Examine the display for the qualities listed below. Place a check in each column to indicate placing earned.

Exhibitor Name or Number \_\_\_\_\_

Class \_\_\_\_\_ Lot \_\_\_\_\_ Ribbon \_\_\_\_\_

	Excellent	Good	Fair	No Placing
<b>DESIGN (40 points)</b>				
<b>Color</b>				
–pleasing to the eye				
–effectively used				
<b>Lettering</b>				
–easily read				
–style suitable to message				
<b>Illustration</b>				
–part of message or just eyecatcher?				
<b>Layout</b>				
–simple and orderly				
–organization of parts				
–good spacing				
–neatness				
–reflects planning				
<b>ORIGINALITY &amp; CREATIVITY (20 points)</b>				
Shows imagination				
New idea or innovative way to present familiar one				
<b>EDUCATIONAL VALUE (40 points)</b>				
One main idea				
Message effectively and accurately presented				
Message elicits viewer response				
Message appropriate for intended audience				
Chart/graph is titled				

**COMMENTS** \_\_\_\_\_