Making Informational Posters

What we will cover:

- Types of Displays
- Picking a Topic
- I have a topic, now what?
- Creating your display
- Do/Don't Tips
- Examples & "You be the judge"
- Other valuable poster information

Informational Poster

Definition: A single poster that tells the audience something they probably do not already know. Typically a simple fact that is interesting and presented in an attractive manner.

Educational Display

Definition: A large display (minimum of 3 posters) that provides the audience a more detailed description of a topic. It gives interesting information in a more detailed and attractive manner.

Creating your idea

Your idea can come from your 4-H meetings, resource table information, credible books & magazines, something you heard and researched.

Things to ask yourself:
- How much information does your **fact** need to present to be understood?

Examples:
Asparagus takes a long time to grow- BAD too vague isn't a Fact per say.
"Asparagus spears are perennials that can be harvester year after year and from seed to harvest they take over 725 days to grow. " – BAD! More than one fact!
"Asparagus seeds take over 725 days to grow to maturity." – Good! One fact.

Consumer of Knowledge

Just because it is on the internet does NOT make it true!

Find a valid and ACCURATE source:
- 4-H publications, Resource books/magazines.
- Not sure if it is accurate?
    - Research it… find out if it can be supported
- Do not just take someone's word for it

IF your fact comes from the internet
Ask yourself:
- Is this information on multiple **reputable** sites?
- What kind of a site is this?
    - "Joe Bob's Blog" vs .edu or .gov
- Can I verify this in a published document?

STANDARD OF PERFECTION

Standard Bred
RABBITS & CAVIES

2011-2015

PRO TIP: Stay away from contested facts–
Examples: "Worlds oldest rabbit" "Longest ears" "Largest rabbit EVER"

Tried and true vs Brand new

Both are fantastic ways to express yourself

Tried & True

Pros:

- You may have seen it win before

- Information is accurate
    - (cite YOUR source)

Cons:

- Its up to you to present in a new & creative way

- Topic popularity

Brand New

Pros:

- Not seen before

- You might set the standard for future posters

Con:

- Is the information truly accurate?

- Although new to you, others might have the same idea

Remember: The possibilities of someone else having your same idea is not unheard of. How many times do we see "Body Types" "Types of Lops" "Varieties of _____" etc… ITS OKAY!

Stop. Read. Remember.

A good poster used for a fair display is self-explanatory, it speaks for itself.
Fair display posters should make people **STOP. READ. REMEMBER.**
Effective posters attract attention, <u>focuses on a main interest or idea</u>,
stimulate thought, teach facts or show a process.
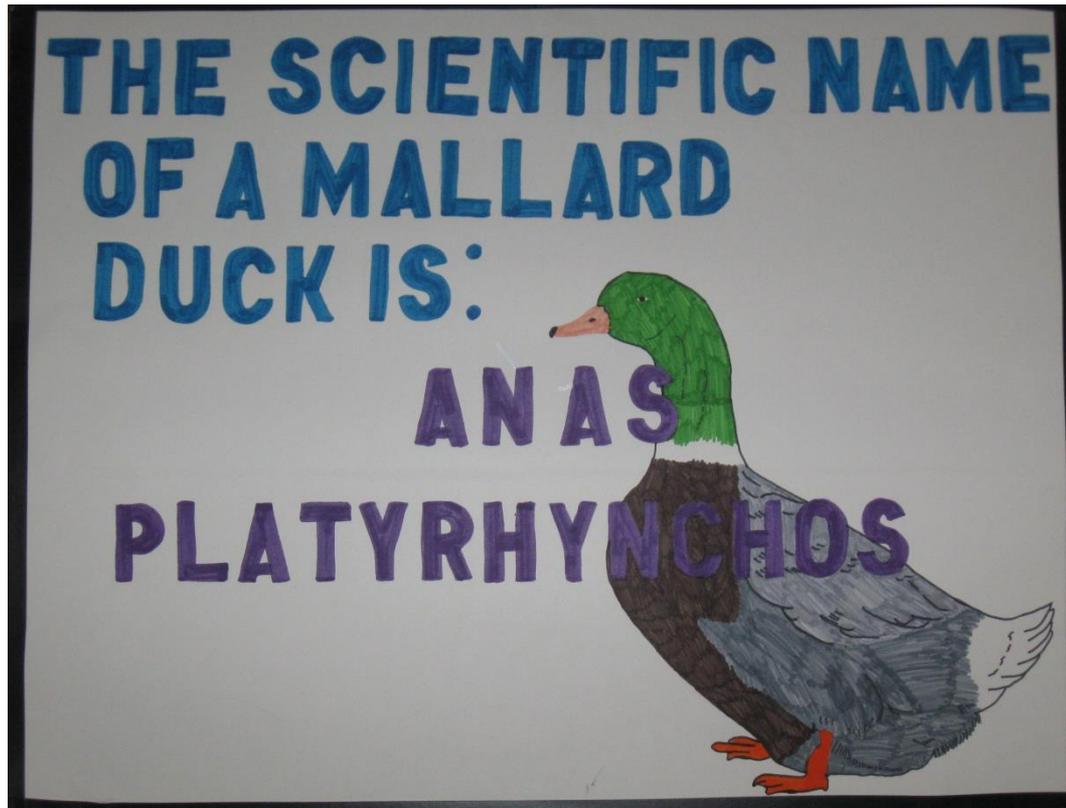
Keeping it Simple:

Don't overthink your concept!

Remember, a person should be able to read your poster

at a glance and understand it.

Less is More

Ask yourself:

Self, how much information do I have to share for this to make sense?

Examples:

- Conjunctivitis:
  - Conjunctivitis is an inflammation of the membrane lining the eyelids - GOOD
  - Conjunctivitis, also known as pinkeye, is an inflammation of the conjunctiva. The conjunctiva is the thin clear tissue that lies over the white part of the eye and lines the inside of the eyelid." – BAD! TL;DR

KEEP IT SIMPLE
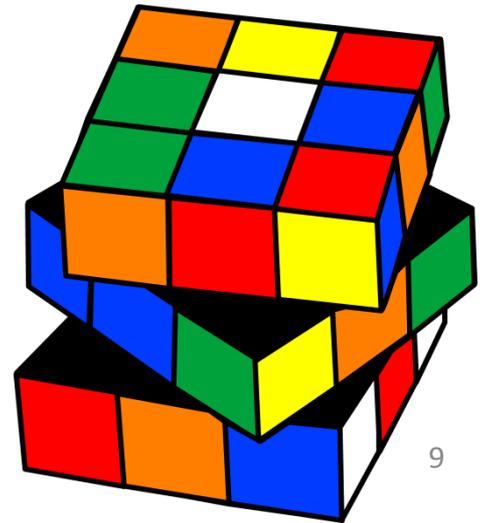
Some posters are showing vs telling

Markings charts, posing photos, etc… can all be great ways to present your idea. Just be sure they are clean, neat, and SIMPLE

# Complicated but amazing ideas

- If your poster is too complicated for an informational poster, that's okay. In fact, that can be great!
  - Step 1: Make it into Educational Display
  - Step 2: Keep being creative and come up with an Informational Poster idea ☺
- An educational display does not have to be filled with nothing but facts. It can present a more complicated but clean/simple
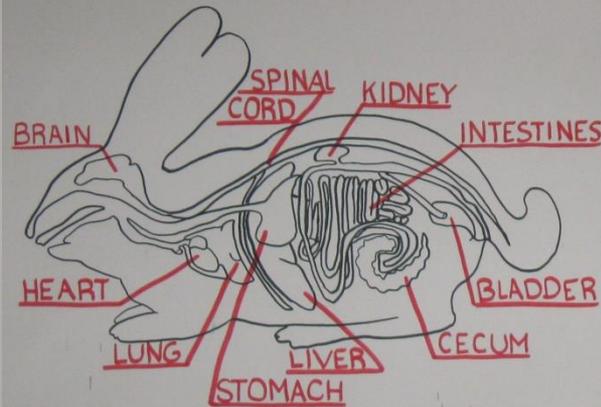
Your idea could be a blue ribbon Educational Display!
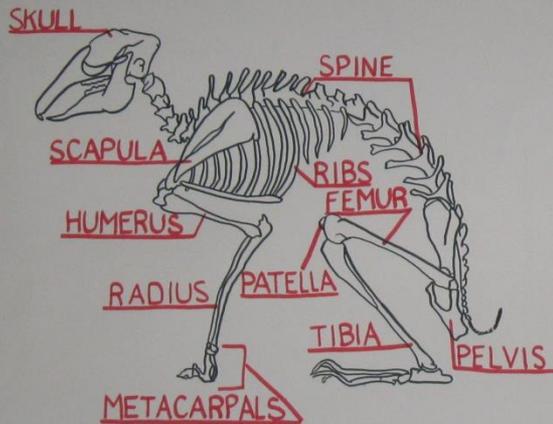
I have a topic, now what?
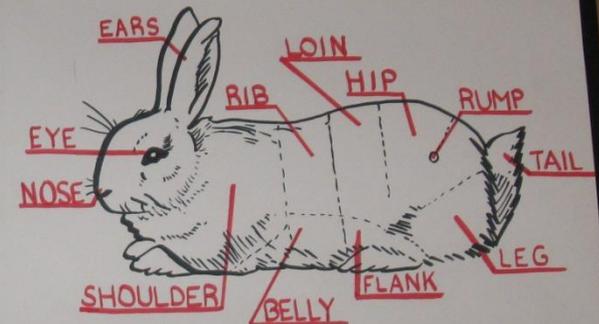
PLANNING AND DESIGN

♦ SIZE: for a fair posters the larger (22" x 28") poster board size is a great choice.

♦ 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 so words and pictures don't look cut off. It can be recommended to leave a 1" boarder around your poster. This isn't too big or too small.

Informational Posters vs Ed Displays

	Informational Exhibits (Posters)	**Educational Displays**
SIZE:	Single Poster	3 Posters Minimum
PURPOSE:	Must grab viewers attention and teach them something in less than a minute.	Must attract the viewer's attention, hold their attention for a period of time, and teach them something
VIEWING DISTANCE:	10 feet or more	3 ft or less
JUDGED BY:	Department Entered	Educational Displays Department
WHEN JUDGED:	Prior to Fair	During Fair (flats first half, rosettes second half)
RIBBONS:	Standard Fair ribbons/rosettes	Educational Display Ribbons & Rosettes
COPYWRITED MATERIALS:	Not Allowed	Allowed with appropriate acknowledgments
CONTENT:	One clear thought	Multiple thoughts on a common subject.
CONTENT ACCURACY:	Contents MUST be accurate	Content Accuracy not checked.
DATA SOURCE:	Must be listed on the back of the poster	Data Source not required

3 Rules for Poster Development

1. ***Readable -*** All letters should be well drawn and all words spelled correctly. Have at least two people check your spelling and grammar.

2. ***Simple -*** Each poster should contain **<u>only one idea</u>**. This *one idea should be* expressed by one drawing and as few words as possible. Plan before you start - choose the drawing first then pick the least number of words needed to get your idea across.

3. ***Well Designed -*** The drawing and the words should be put together in such a pattern that will be pleasing to the person who looks at the poster.

Visibility

Your poster should be easily read from 10-20 feet away

LETTER SIZE FOR VISIBILITY

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

Lettering

LETTERING

- Be consistent – font, spacing, & style
  - Lower case is easier to read RATHER THAN ALL CAP
- Bold enough to be read from a distance
  - Consider line thickness (in addition to size)
- Make sure there is appropriate spacing so words areeasilyread
  - Always measure first!

Examples of poster lettering techniques:

Keep your lettering simple, well-spaced, and consistent in style. Lower case letters

♦ Computer fonts.

♦ Stencil (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).

STENCIL

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.

Color Combinations for Visibility

1.	Black on Yellow		16.	Navy Blue on Orange
2.	Black on Orange		17.	Yellow on Black
3.	Yellow-Orange on Navy Blue		18.	Scarlet-Red on Yellow
4.	Bottle Green on White		19.	Yellow on Navy Blue
5.	Scarlet-Red on White		20.	Purple on Yellow
6.	Black on White		21.	Purple on Orange
7.	Navy Blue on White		22.	White on Emerald Green
8.	White on Navy Blue		23.	Bottle Green on Yellow
9.	Yellow-Orange on Black		24.	Scarlet-Red on Orange
10.	White on Black		25.	Emerald Green on White
11.	White on Bottle Green		26.	Yellow on Purple
12.	White on Scarlet-Red		27.	Orange on Purple
13.	White on Purple		28.	Bottle Green on Orange
14.	Purple on White		29.	Emerald Green on Yellow
15.	Navy on Yellow		30.	Orange on Yellow

Illustrations / Design

Enhance your creative fact with something that is visually appealing

Items can include
- Actual Objects
- Photos
- Cutouts
- Drawings
  - Hand drawn
  - Computer Generated

Be sure to attach all items securely!

Things to Remember:

PLAN AHEAD – Check, Double, and Triple Check everything before you begin

- Be Brief

- Be Neat

- Be Colorful

- Be Accurate – Spelling, Grammar, & Facts

- Its okay to leave white space - Posters that are uncluttered are easier to read.
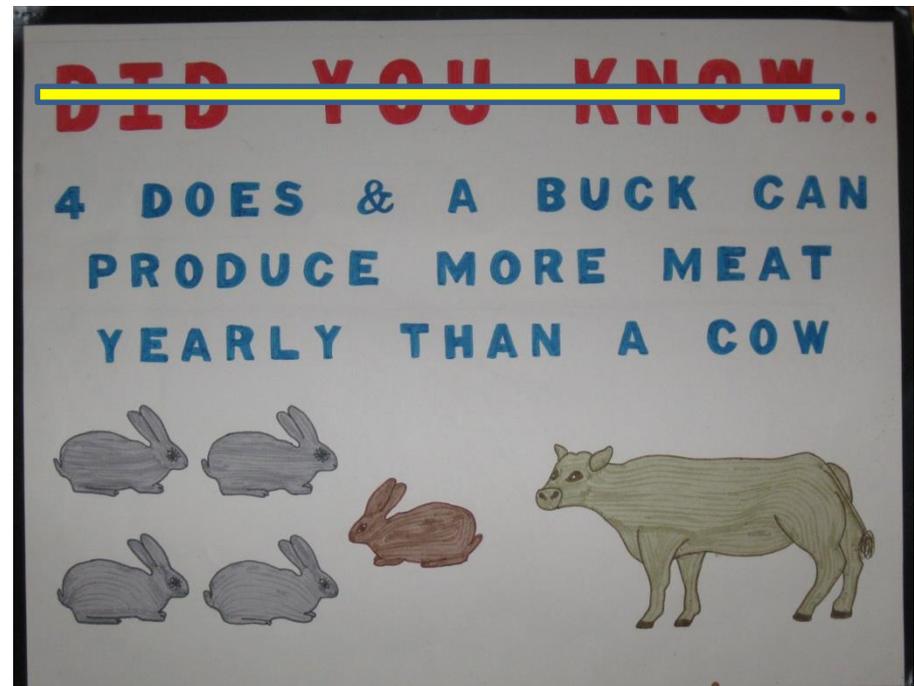
DO NOT

No matter how tempted you are…. DO NOT use the phrase "Did you know?"

WHY!?
- It clutters the poster
- Your audience is the "viewing public"
  - If they already knew, they wouldn't be looking at your poster
- Take away from your message
- Distraction

POSTERS DOs & DON'Ts:

- **DO NOT** use copy write or registered materials. No use of commercial cartoon characters, company logos or trademarks. This includes using the 4-H Clover! Check your planned usage with your club leader or the 4-H Office.
- **DO** check your spelling and grammar. Miss spelled words or incorrect punctuation will drop ribbon placement.
- **DO** plan the poster layout prior to starting work. Difficult to adjust layout once you've started
- **DO** ensure that all items attached to the poster are securely attached.   For glued items, all edges must be securely glued.
- **DO** include the requested information on the back of the poster. Could help your placement if there are content questions.
- **DO NOT** make a duplicate poster in another language. Only one will be judged, the other will be disqualified.
- **DO** ensure when using a second language that **all** words have been translated accurately.
- **DO** ensure content of poster is age appropriate for age group being entered.
- **DO** ensure the content is applicable to the department being entered.
- **DO** keep it simple

Examples:
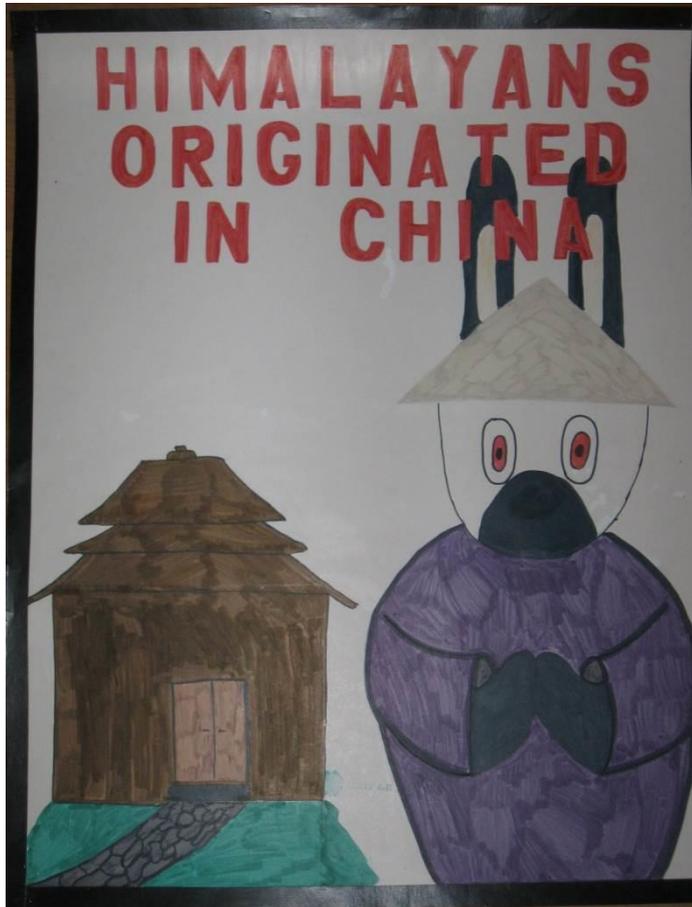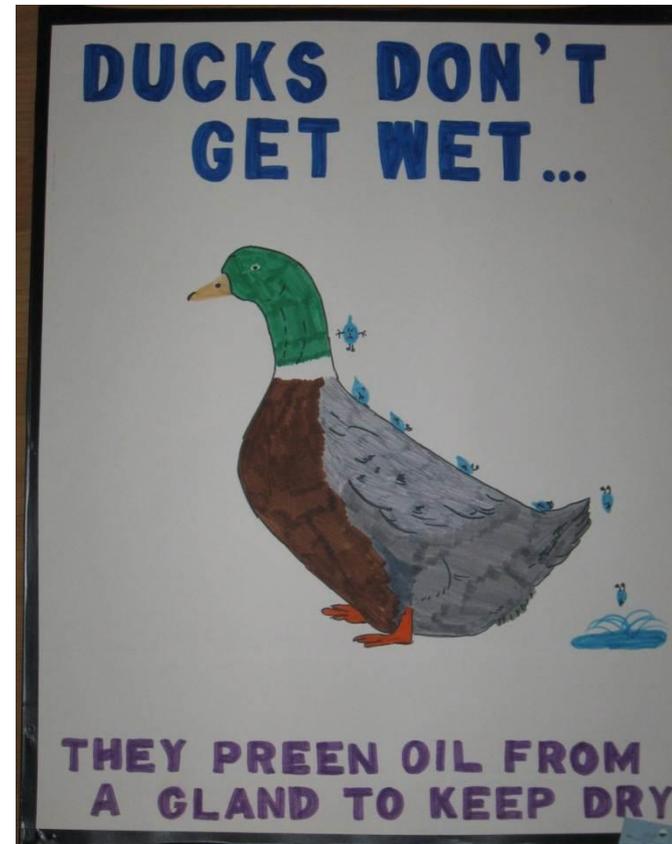
Examples:
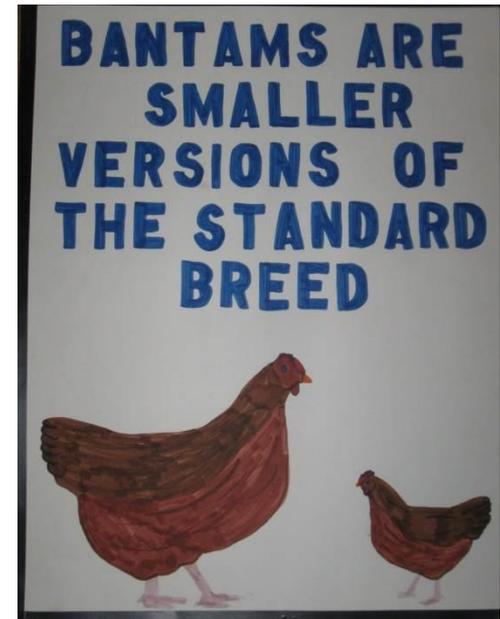
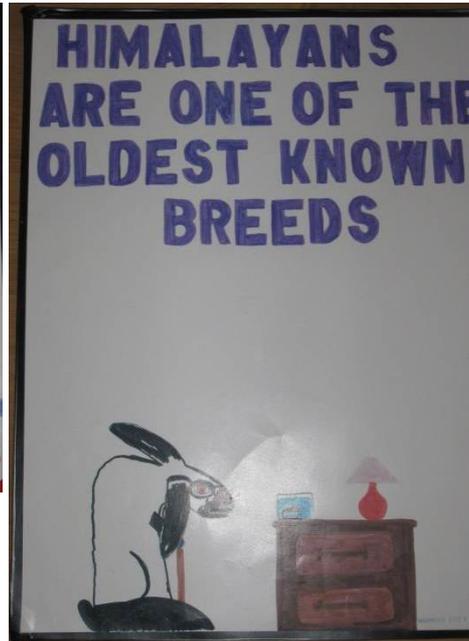Simple message, drawing fits the space

Examples:

Suggestions:
- Add border
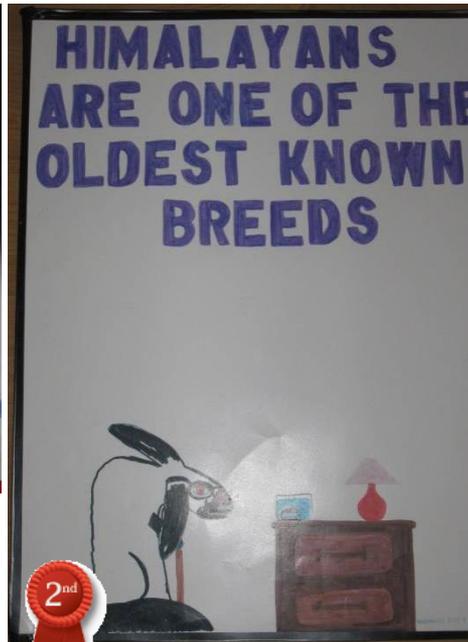- Change to read: "Himalayan come in more than 1 color"

- Simple main idea, with clarifier
- Good use of white space

You be the judge:

You be the judge:

Top Left: simple w/ simple clarifier.
Changes – straight lettering on bottom
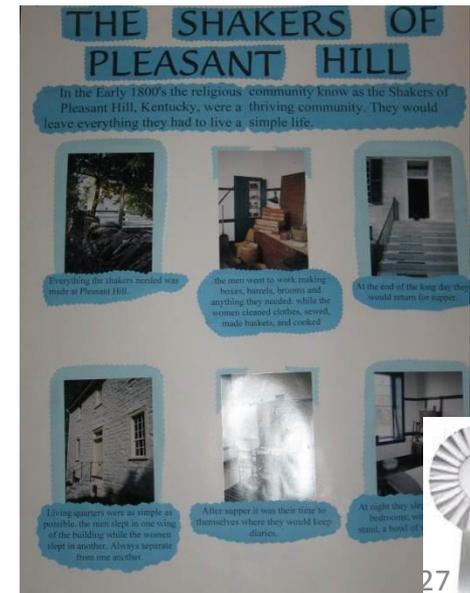**Top Mid**: Words not center/even.
Drawings too small for size of poster
Top Right: 1 simple main idea. Great!
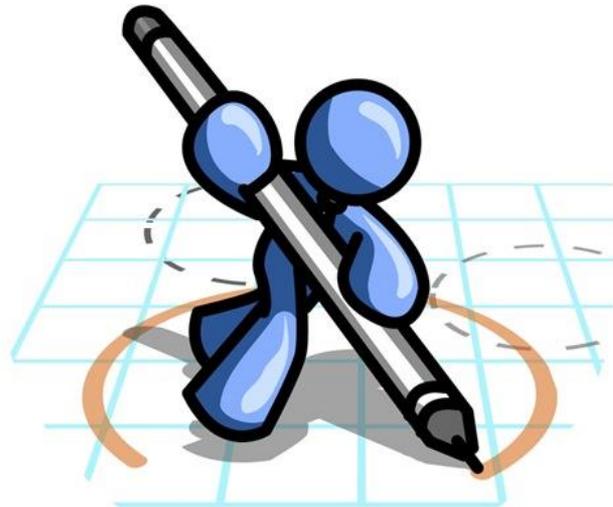Drawing explains concept
Left: Sloppy, no border
Right: too complicated, could make a
great educational display

What goes on the BACK of your poster:

- Member name (Your name)
- Your Age & Division (Jr. Int. Sr.)
- Club name
- County Name
- Source List – list the source of the information
    - While not required, if taken from a website, you may want to print the page & attach to the back

SAMPLE LIST OF 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.

♦ Contact paper.

POSTER SCORECARD: Educational Display Scorecard C0679

DESIGN (40 %)

Color
- -pleasing to the eye
- -effectively used

Lettering
- -easily read
- -style suitable to message

Illustration
- -part of message or just eye catcher?

Layout
- -simple and orderly
- -organization of parts
- -good spacing
- -neatness
- -reflects planning

ORIGINALITY & CREATIVITY (20 %)

Shows imagination

New idea or innovative way to present familiar one

EDUCATIONAL VALUE (40 %)

One main idea

Message effectively and accurately presented

Message elicits viewer response

Message appropriate for intended audience

Chart/graph is titled

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
DESIGN (40 points)				
Color –pleasing to the eye				
–effectively used				
Lettering –easily read				
–style suitable to message				
Illustration –part of message or just eyecatcher?				
Layout –simple and orderly				
–organization of parts				
–good spacing				
–neatness				
–reflects planning				
ORIGINALITY & CREATIVITY (20 points)				
Shows imagination				
New idea or innovative way to present familiar one				
EDUCATIONAL VALUE (40 points)				
One main idea				
Message effectively and accurately presented				
Message elicits viewer response				
Message appropriate for intended audience				
Chart/graph is titled				

COMMENTS _____

WASHINGTON STATE UNIVERSITY EXTENSION

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S:\\Jeannie'sData\\!!Word/EducationPostersandDisplays/PosterGuidelines.2009
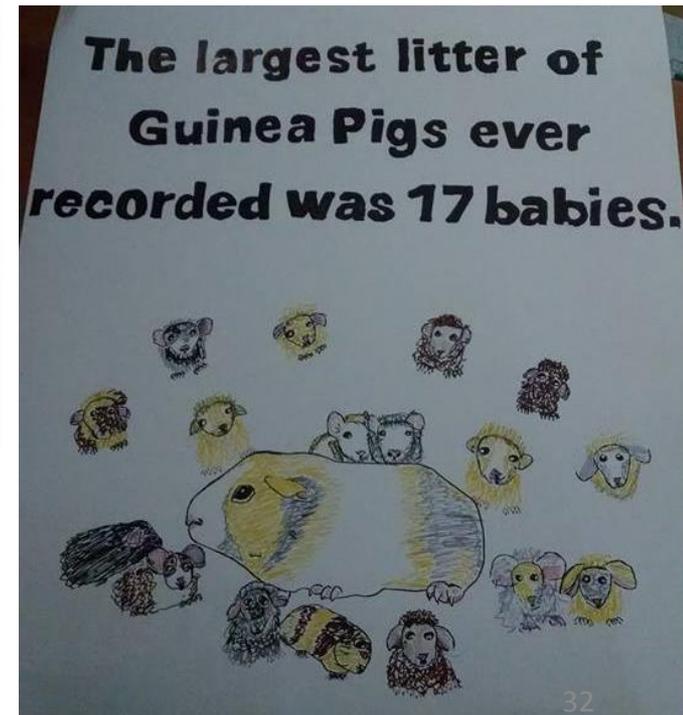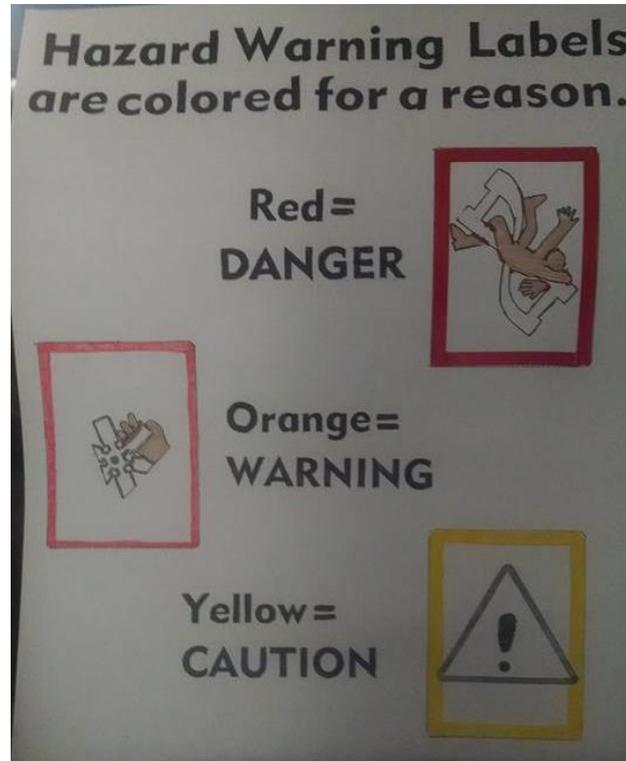
THE DANISH SYSTEM:

Blue - excellent; exhibit most nearly meets the standard (does not indicate perfection).

Red - good; relative to pre-established standards, a few specific shortcomings have been identified.

White - fair; many improvements are needed in order for the exhibit to meet the pre-established standards.

Participant – disqualified; far below standards expected for that exhibit or a rule violation.

QUICK! Judge these. Would you change anything?

STEAM BURNS!
Never open the cap
on a hot radiator

Hazard Warning Labels are colored for a reason.

Red=
DANGER

Orange=
WARNING

Yellow=
CAUTION

The largest litter of
Guinea Pigs ever
recorded was 17 babies.

Those posters were once made by your 4-H Program Manager.

These posters were fun to design and make because I managed my time (less stress), choose things I was interested in, and I got creative with my execution. These were hand done and are not perfect but they successfully share a message and are interesting to people. Aim for the same thing and remember to Make *Your* Best Better!

-Abby Brandt

What questions do you have?

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