

YELLOWSTONE COUNTY 4-H POSTER MAKING GUIDELINES AND TIPS



POSTER PURPOSE: A 4-H poster gives members a way to present information about 4-H (in general or a specific project) in a visually appealing and eye catching way. Posters should be attention grabbing, focus on one clearly identified topic, and be **SIMPLE, BRIEF and EASY TO READ**. A poster should make an audience or passersby **STOP, READ, REMEMBER**. You want to influence viewers to support your idea and look for more information or take an appropriate action.

PLANNING: Before you begin working on your poster there are some things you should think about.

- * If you intend to use the poster for a contest or event (Communication Day, Fair, a club presentation) be sure to find out if there are any specific requirements/limitations.
- * Decide what one specific idea you want to focus on.
- * Consider who your audience will be and what you want them to know about your topic.
- * Think about what you want them to do with the information you provide.
- * Think about where you might display your poster.
- * Consider the size of poster you want to create and what kind of visuals you plan to use.



PREPARATION: Research your topic using a variety of resources to find the information you feel is most valuable to getting your message across.



- * Choose a title, theme, or clever slogan for your poster.
- * Create an outline of the information you have gathered and decide what points you want to highlight and how you will do that (pictures, graphs, different color/sized text, borders, etc.).
- * Start with scratch paper and make a couple of rough sketches of how you envision your poster. This will help you decide what will realistically fit into your planned layout and what kind of materials you will need.



Size	Viewing Distance
¼ inch	8 feet
½ inch	16 feet
1 inch	32 feet
2 inches	64 feet

Will your base be foam board, poster board, cardboard, etc.?

Will your text be hand written, computer printed, stenciled or precut letters? Text should be well positioned with color, style and size that is easily read from 6-8 feet away.

What kind (photos, drawings, charts/graphs, clipart, borders) and size of visuals will you use?

Do you need markers, paints, tape, glue, scissors, ruler, pencil & eraser?

PRESENTATION: Your poster should be neat, well organized and easy to read. The layout should be simple and uncrowded allowing sufficient white space/margins throughout.

- * Choose a color combination that allows for easy reading. Consider the contrast between your background and lettering. **Dark letters on a light background** **Light letters on a dark background** will work best.

Avoid using too many colors especially if you are using other colored visuals like photos, graphs or clipart.

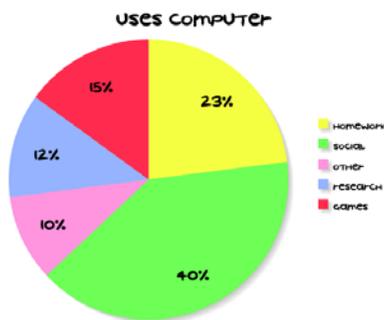
Avoid using bright neon colors or red/green next to each other. These may be eye-catching but can be hard to focus on especially for those who have vision impairments.



- * Your poster **TITLE** should be in **LARGE PRINT** that is easily able to be read at a distance.

- * Lettering should be horizontal and in lower case. **CAPITALS** and **fancy script** or lettering should only be used to emphasize an important word or phrase.

When handwriting text always use a ruler to lightly pencil in guidelines that will keep your lettering straight and can be erased later.



- * Using visual items such as illustrations, photos, graphs/charts, etc. will add interest to your poster and help capture and keep attention. Visuals should be proportionally sized, well placed and easily understood in relation to the poster topic.

- * Charts and graphs should only be used if they have clear labels and are self explanatory about the data they are relaying.

- * Borders can be used to draw attention to visual items and text.

PUTTING IT ALL TOGETHER: Check all of your work before attaching anything to your base or laminating it. Neatness is critical!

- * Lay out all of your poster components on your board.
- * Look for anything that will make your poster look messy. Examples are marker or glue smears; fingerprints/smudges, crooked lettering or pencil guidelines that have not been erased; spelling errors; bent, torn or creased items.
- * If your poster is crowded or cluttered you may need to decide on some items to eliminate.
- * Have a friend, family member or leader look at the final layout for feedback or advice. Rearrange or redo anything that you are unhappy with.
- * When you are satisfied with the appearance glue or tape items onto the base of your poster.
- * Laminate your poster or store it flat in a plastic trash bag for protection until you are ready to use it.