

A cartoon giraffe with brown spots and ossicones is holding a yellow sign with a brown border. The sign contains the text 'Making Informational Posters' and an illustration of art supplies.

**Making  
Informational  
Posters**



# What we will cover:

- Poster vs Display
- Picking a Topic
- Creating your sentence
- Types of Posters- Statement, Clarify, & Show
- Creating your display
- Do/Don't Tips
- Examples & “You be the judge”
- Other valuable poster information

# Poster - Informational

**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.

# Display - Educational

**Definition:** A large display, minimum of 3 posters or tri-fold, that provides the audience a more detailed description of a topic. It gives interesting information an attractive and more detailed manner.

# Poster vs Display

	<b>Informational Exhibits (Posters)</b>	<b>Educational Displays</b>
SIZE:	Single Poster	3 Posters Minimum or Tri-board
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: (Snohomish County)	Department Entered	Educational Displays Department
CONTENT:	One clear thought	Multiple thoughts on a common subject.
CONTENT ACCURACY: (Snohomish County)	Contents MUST be accurate	Content Accuracy not checked.
DATA SOURCE:	Must be listed on the back of the poster	Data Source must be listed on the front of the display (Snohomish County)

# Creating your idea

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



**PRO TIP:** Some of the best ideas can come from something you learned in a 4-H meeting

# 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?
- Don't just rely on the 1<sup>st</sup> result



**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. The question is, how are you going to stand out?

# Less is more

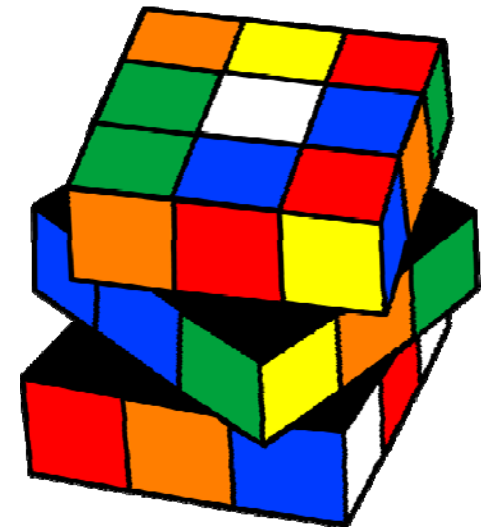
Ask yourself:

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

Examples:

- Conjunctivitis:
  - Start with this: 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
  - Now summarize... and you can get this: Conjunctivitis is an inflammation of the membrane lining the eyelids - GOOD

**KEEP IT SIMPLE**





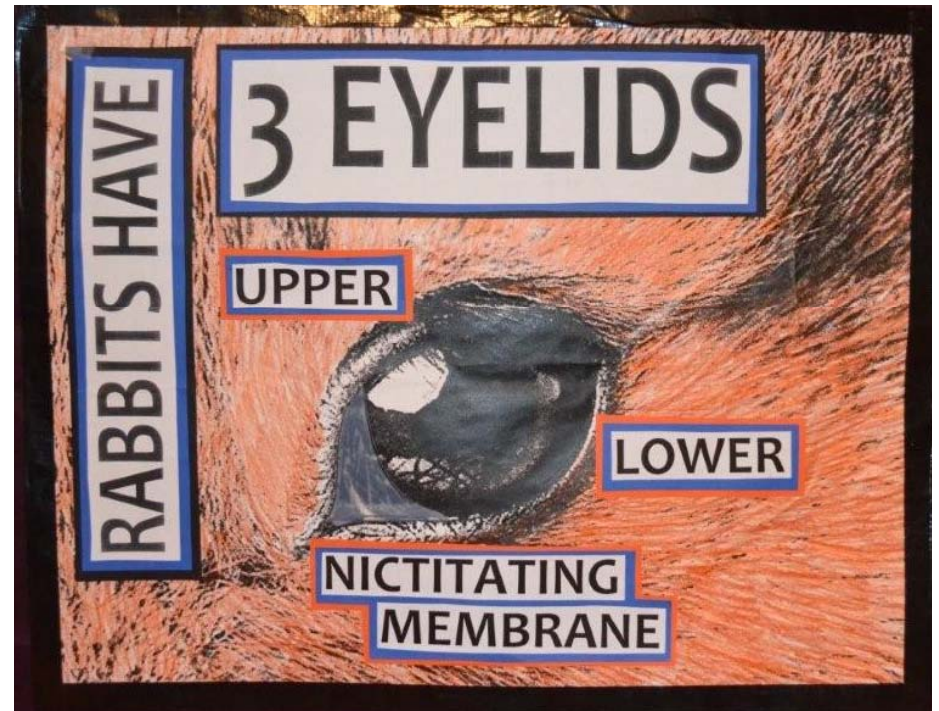
# Know your audience

- Don't overthink your concept. This presentation is for the public
- Do give the public some credit...
  - What is it that a reasonable person already knows about your topic/subject
    - Example: A reasonable person knows that a Golden Retriever is a breed of dog
- Inquire where your poster is to be displayed
  - Is it in the barn with your animal? is that photo poster next to the photography section?
  - OR are all posters in one location away from other exhibits?
- Remember, a person should be able to read your poster at a glance & understand it



# Stop. Read. Remember.

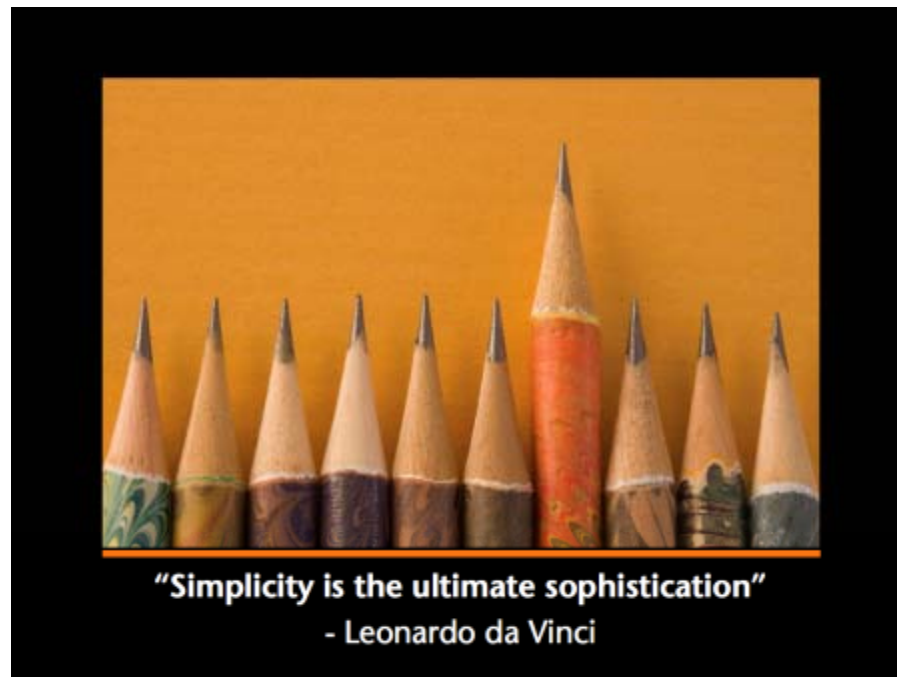
- A good poster used at fair is self-explanatory, it speaks for itself. Posters should make people **STOP. READ. REMEMBER.**
- Effective posters:
  - attract attention
  - focuses on a main interest or idea
  - stimulate thought
  - teach facts or show a process.



# Keeping it Simple:

Don't overthink your concept!

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



# Single sentence statement

- Represents 1 idea in a sentence
- Convey your message in as short of a sentence as possible.
- Less words the quicker the audience will get the message, and the more space you have for your graphic/illustration



# Eye catching sentence with clarifier

- Fun & Eye catching opening statement followed by a (typically smaller letter) clarifier



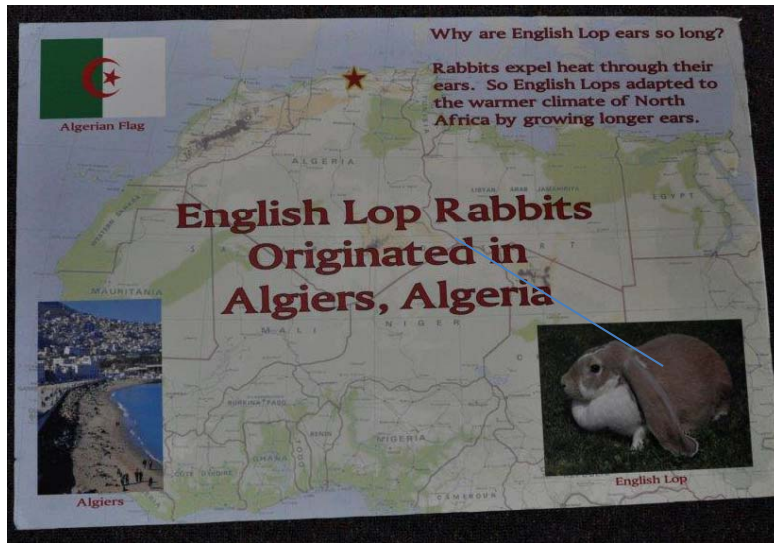
# Showing

- Single statement, followed by chart or graph

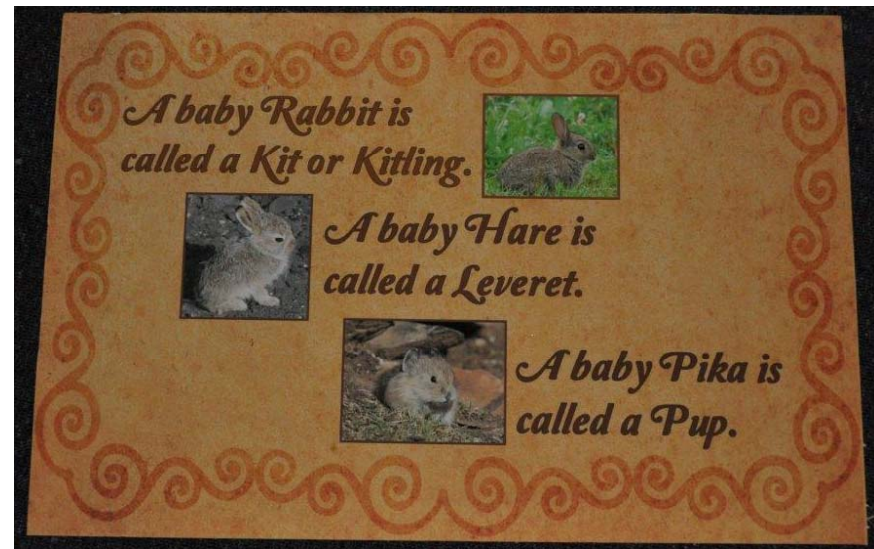


# Using Technology

- Technology can be a great way to get your idea across.
- All the same tools, tips, and ways to succeed apply



These examples were created on MS PowerPoint and plotted on an HD Plotter with a 36" roll of white paper. Then, using rubber spray cement were adhered to poster board.

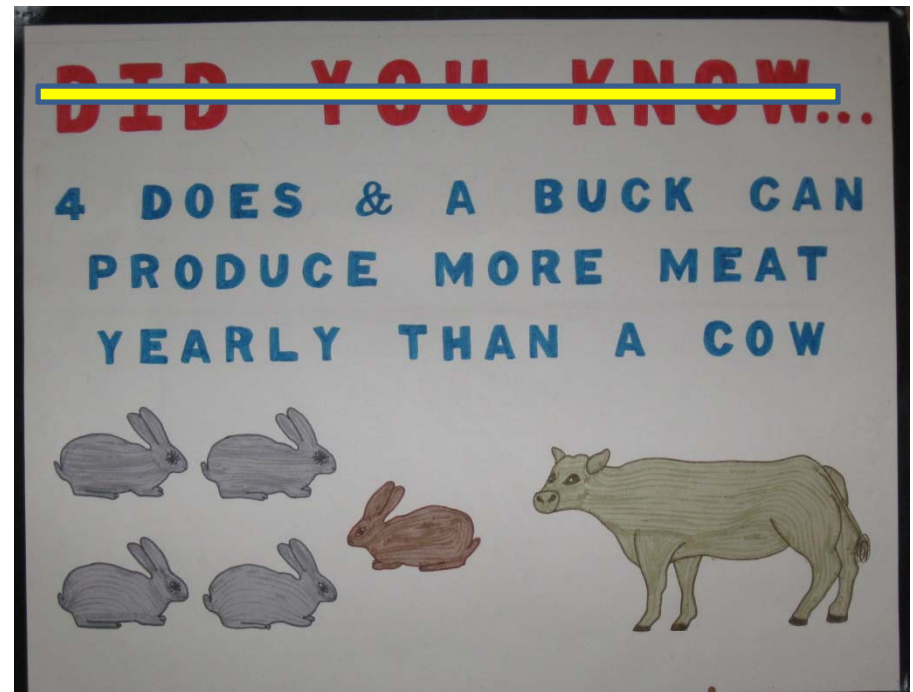


# DO NOT

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
- Takes away from your message
- Distraction





# Fact vs Opinion

- Try and stay away from an opinion whenever possible.
- When using an opinion, Phrasing is the key.

You want to say: “Still life photography is the best way to show your skill.”

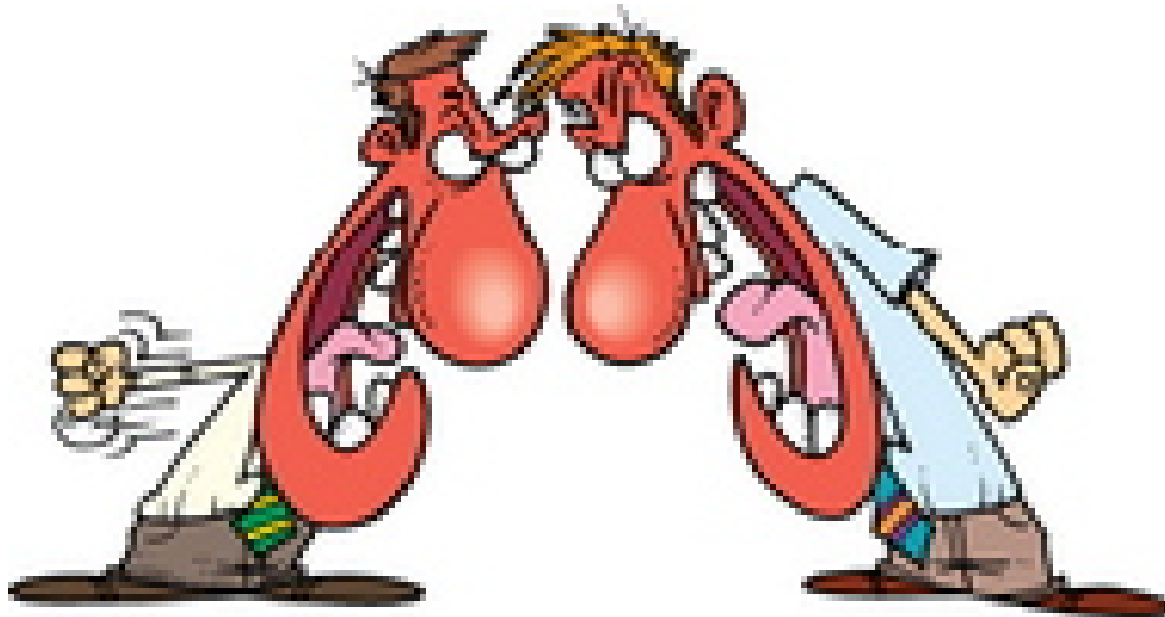
Try this instead: “Still life photography can be a great way to show your skill”



Thing to consider: Do you have a source that might be able to support your opinion?

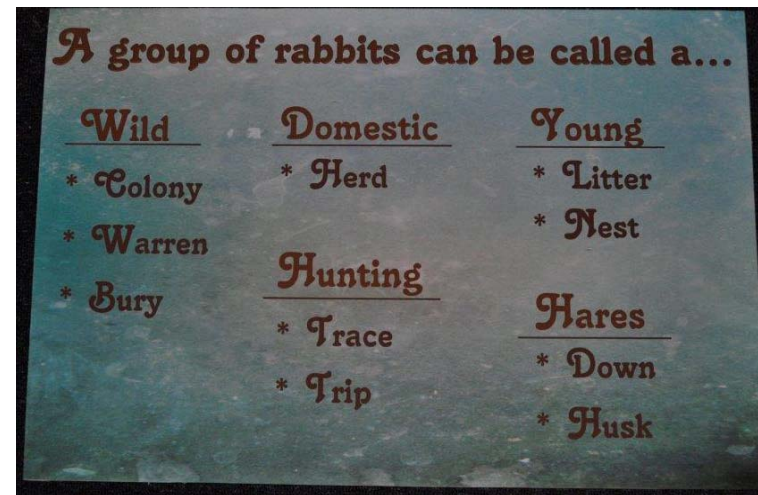
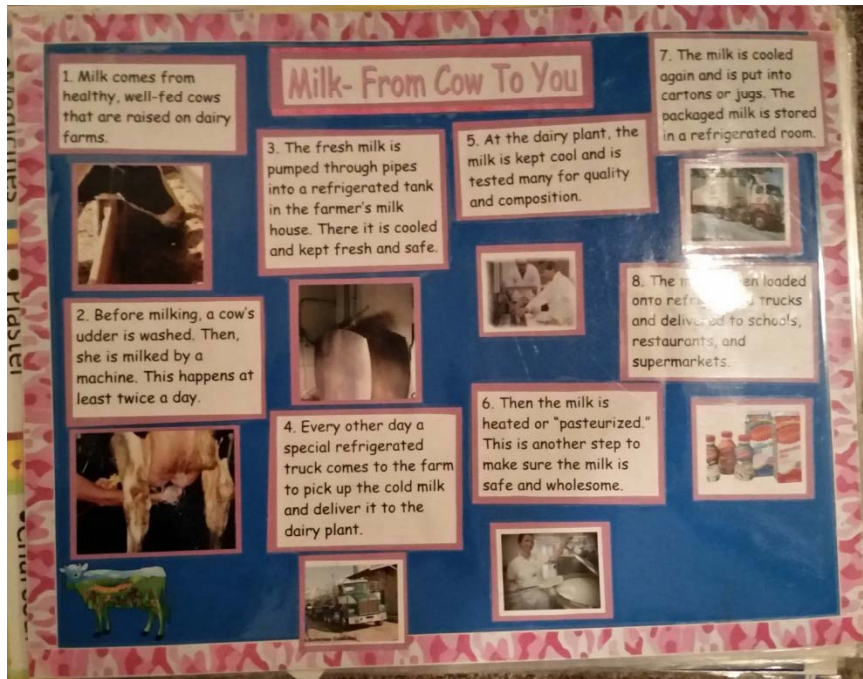
# Controversial Topics

- In general it is best to stay away from controversial or “gory” subject matter
- Always consult with a volunteer/leader before moving forward on a topic
- Discuss with your fair department superintendent ahead of time



# 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 😊



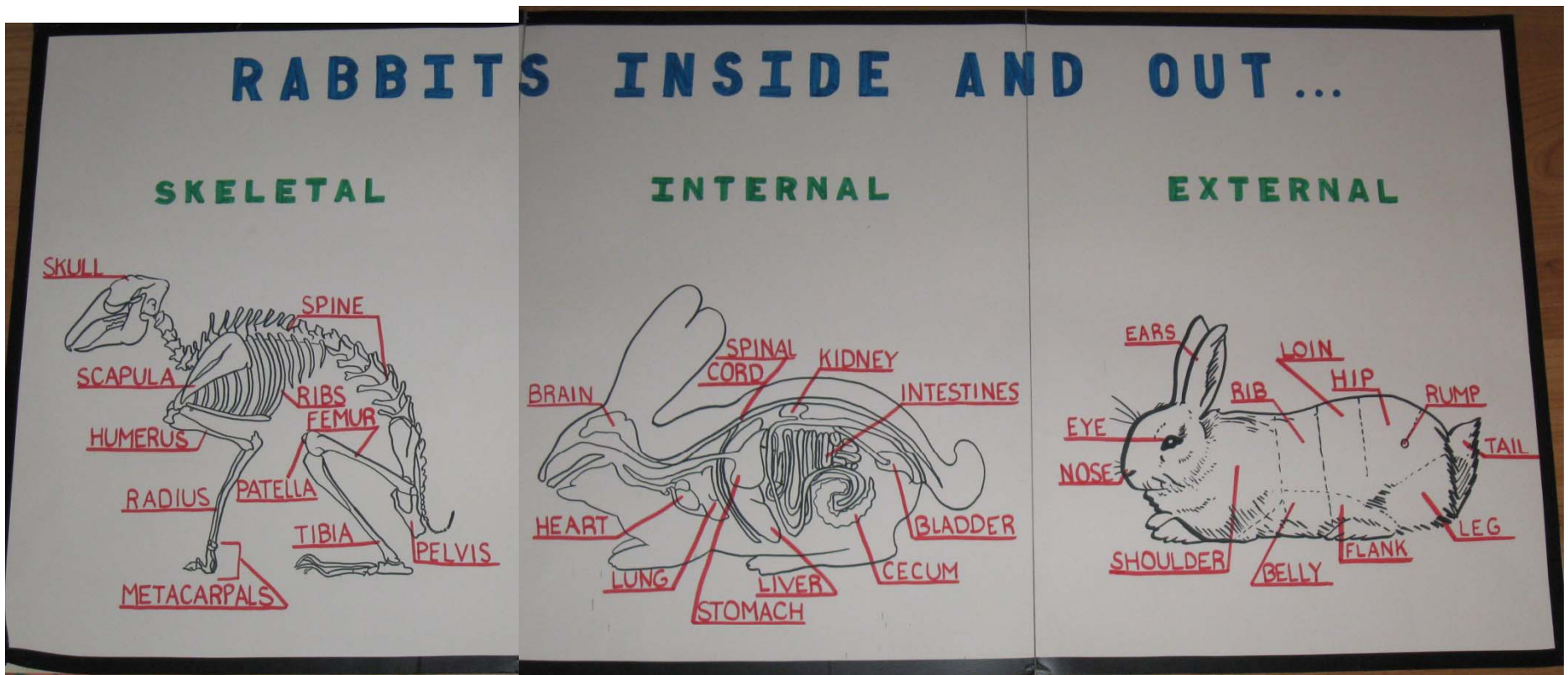
**Pro Tip:** Expand this poster to a fantastic educational display!

# Educational Displays

- An educational display does not have to be filled with nothing but facts. It can present a more complicated idea 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. Large or poorly done borders may overpower the pictures and written material.

# Enhance your topic

- Your graphic or visual should enhance your statement or sentence
- Your visual can be used to help explain your statement



# Illustrations / Visual / 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!**



**COPYRIGHT!! \*Use of Copyrighted material will disqualify an informational poster \*\*  
(leave bugs bunny or logos off!)**



# 3 Rules for Poster Development

1. **Readable** - All letters should be well drawn and all words spelled correctly
2. **Simple** - Each poster should contain only one idea. 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

<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



# Lettering

## LETTERING

- Be consistent – font, spacing, & style
  - Lower case is easier to read RATHER THAN ALL CAPS
- Bold enough to be read from a distance
  - Consider line thickness (in addition to size)
- Make sure there is appropriate spacing so words are easily read
  - 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.

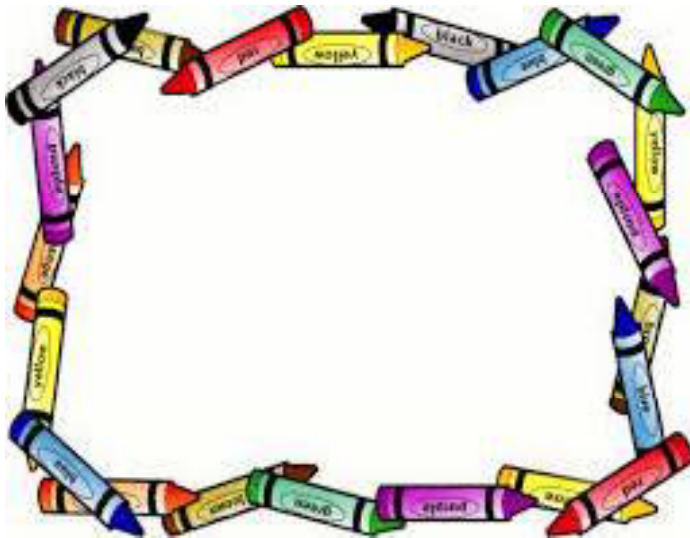


### Color Combinations for Visibility

- |                               |                             |
|-------------------------------|-----------------------------|
| 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        |

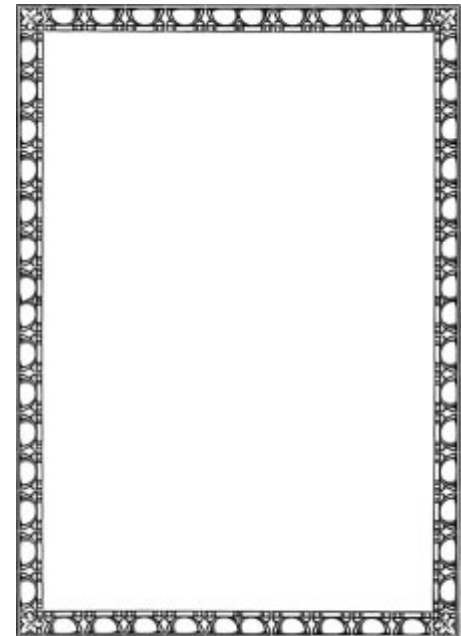
# A note on borders

- Although not required, a border can enhance your poster to help frame it.
- If you choose to add a border be sure that it is clean and does not distract from your poster.
  - Example: a floral pattern border can be very distracting



Some example border types:

- Electrical tape
- Duct Tape
- Bulletin Board borders (i.e. teacher/ craft store)



# 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.



## POSTERS DOs & DON'Ts:

- **DO NOT** use copywrited or registered materials. No use of commercial cartoon characters, company logos or trademarks.
- **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

# Keeping it Simple

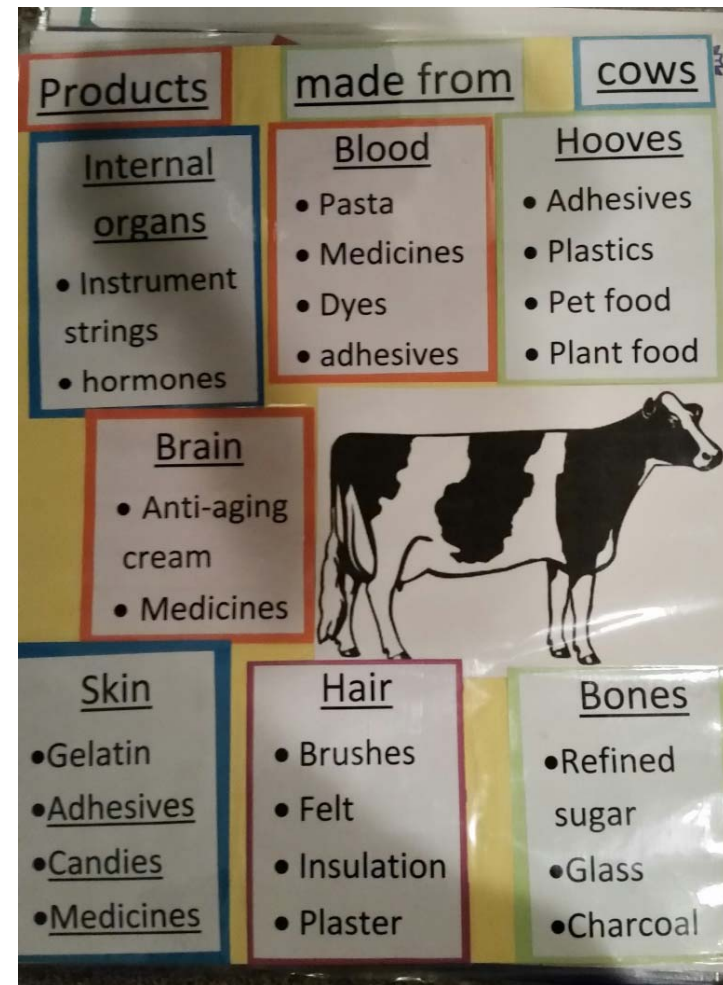
- This example contains too much information. By focusing on 1 area you can:
  - Have larger words
  - Less clutter
  - More creative graphic/image

Possible re-wording--

Statement: Refined sugar, Glass, and Charcoal are made from the bones of cows

Sentence w/ Clarifier: Products made from cow bones – Refined Sugar, Glass, Charcoal

Just two of many ways you reword this to keep it simple



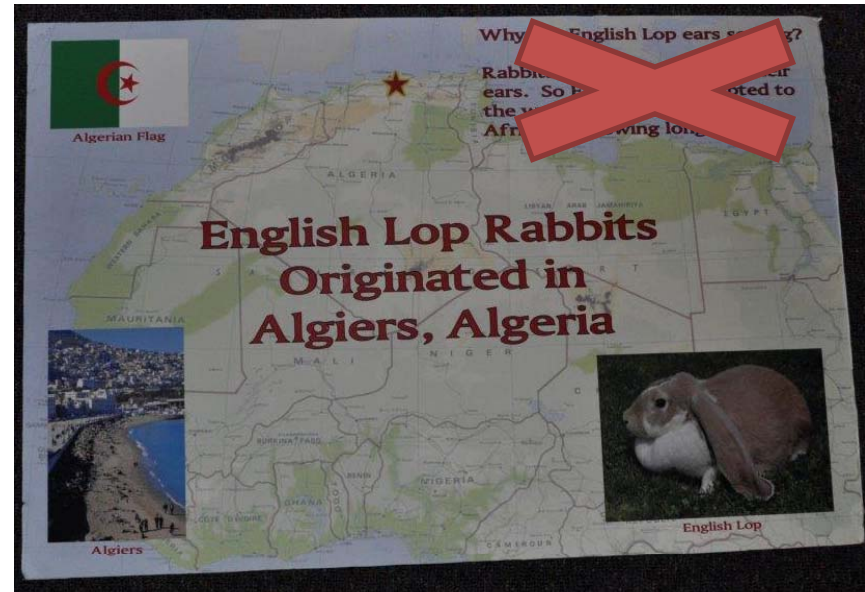


# Examples:



Suggestions:

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



Suggestions:

- Eliminate all the information under the "X"
- Keep the message simple. 1 idea only

# Examples:

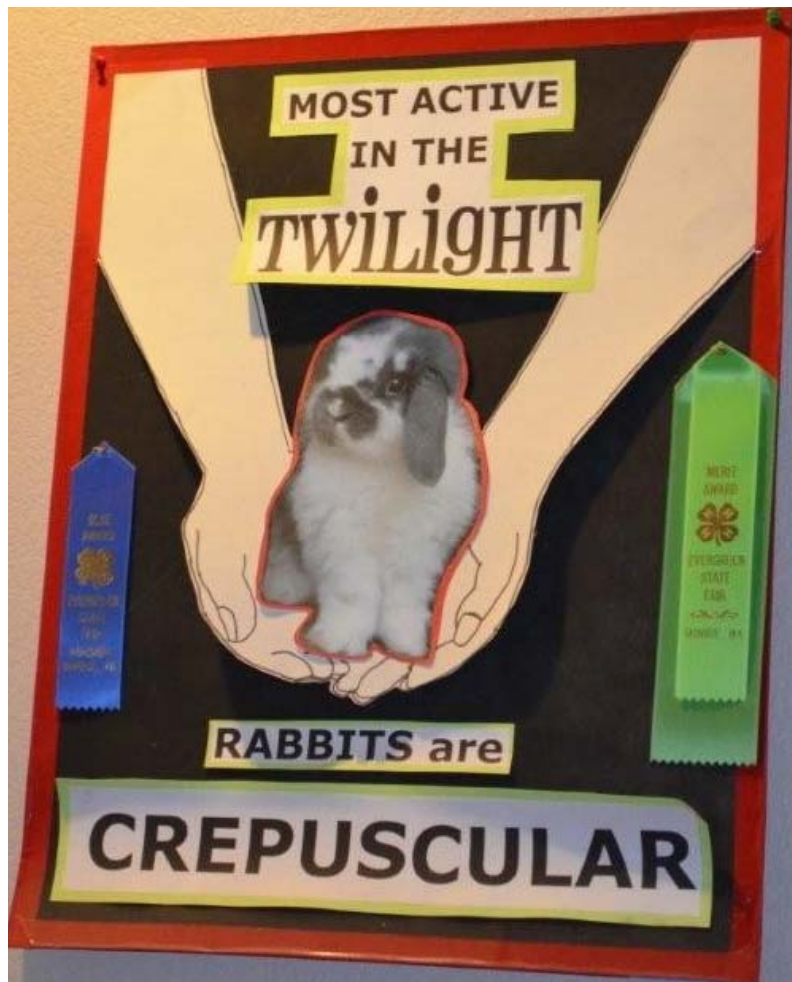


Simple message, drawing fits the space

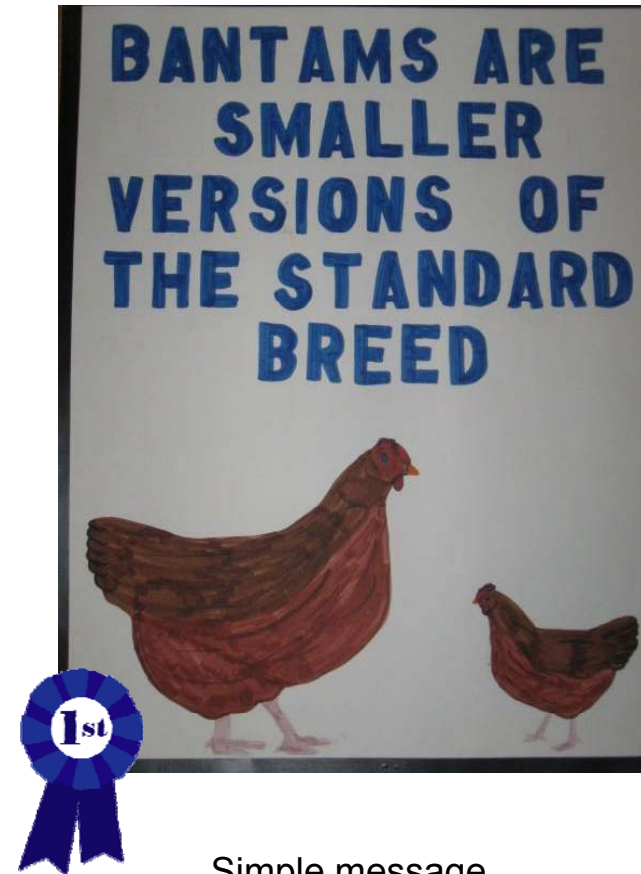


Eye catching with clarifier.  
Used real feather for 3-D effect

# Examples:

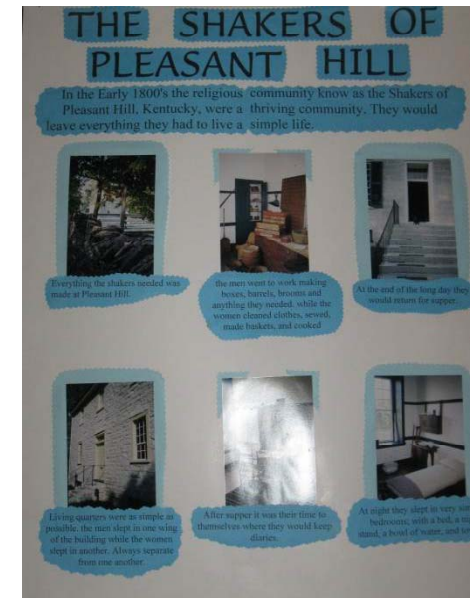
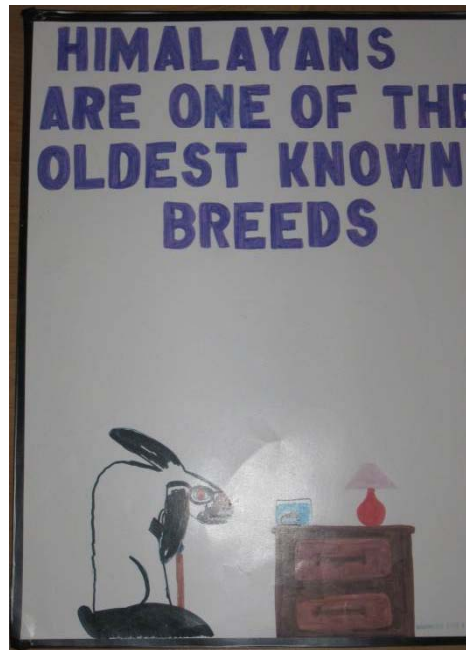


1 clear main idea, explained. Ensure edges are clued down securely

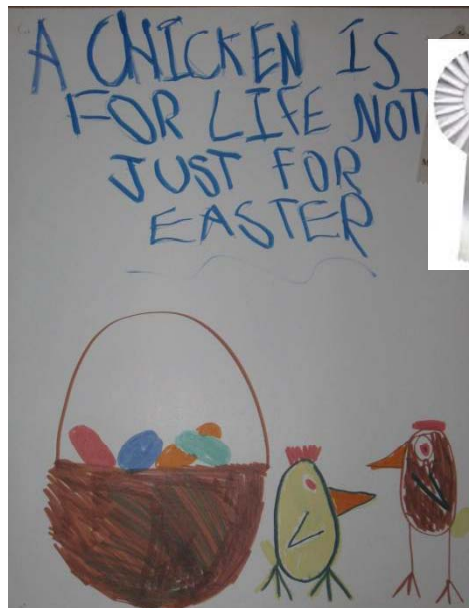


Simple message.  
Graphic helps emphasize point

# You be the judge:



# You be the judge:



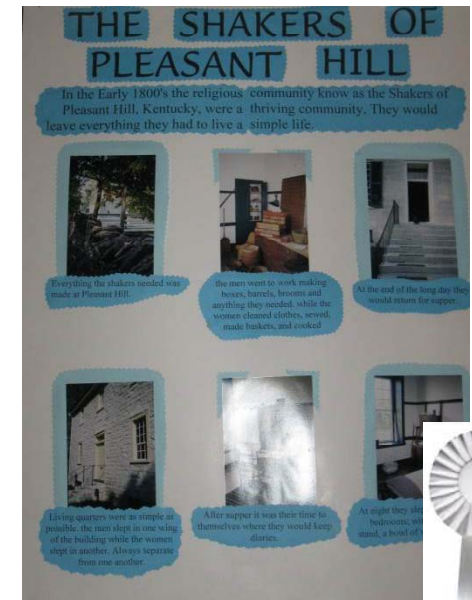
**Top Left:** statement w/ simple clarifier.

**Top Mid:** Words not centered/even. Drawings too small for size of poster

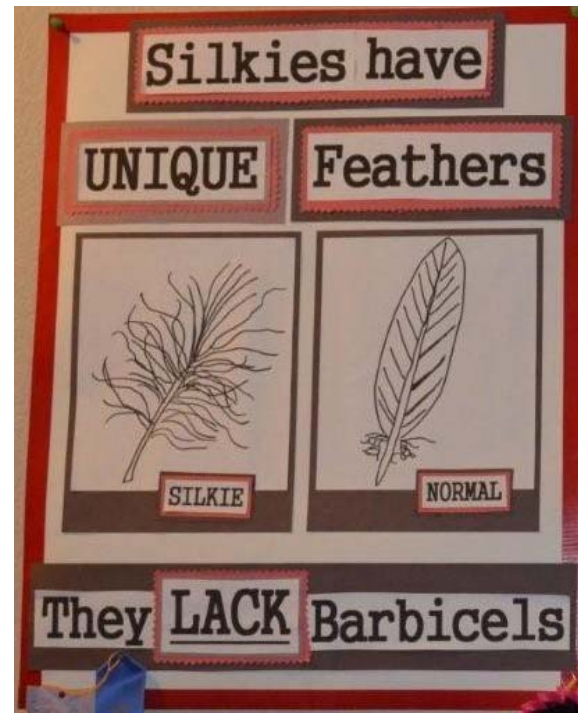
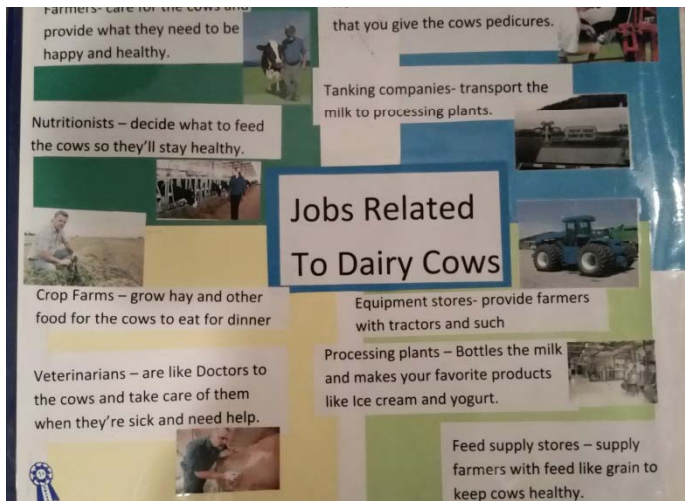
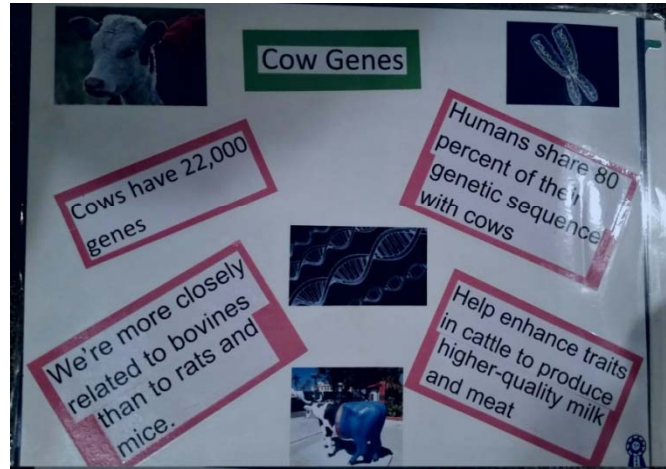
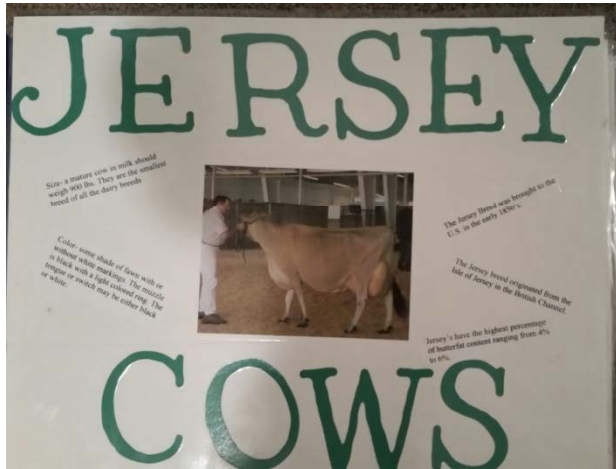
**Top Right:** 1 simple main idea. Great! Drawing explains concept

**Left:** Sloppy, no border

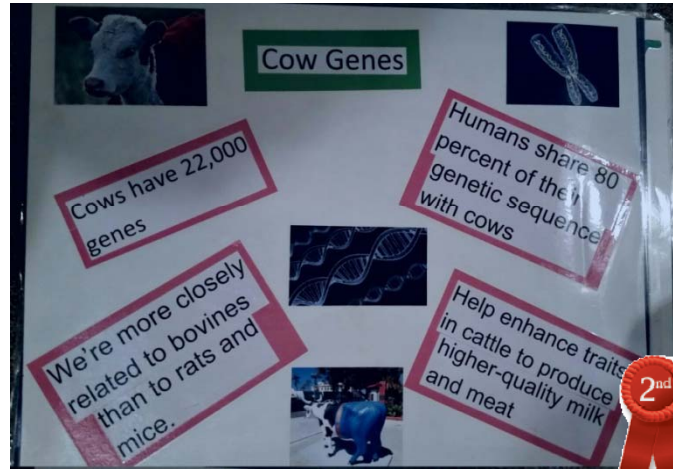
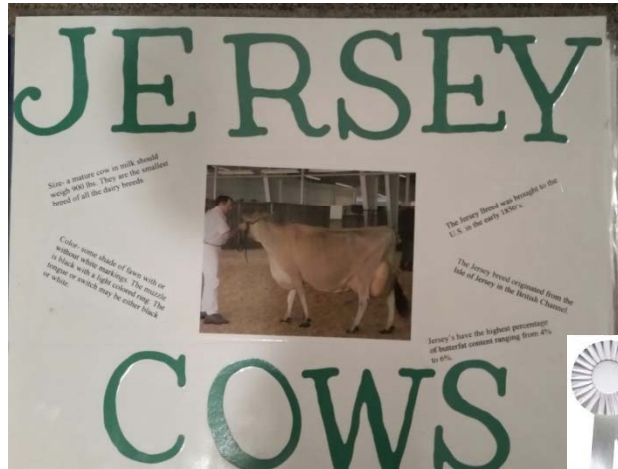
**Right:** too complicated, could make a great educational display



# You be the judge:

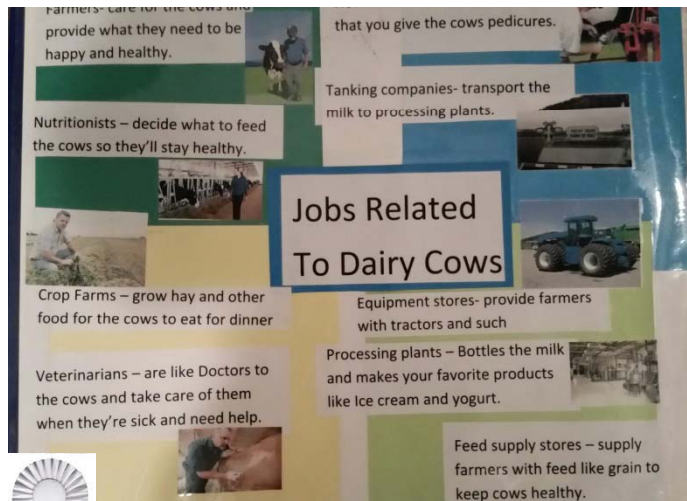


# You be the judge:



Top Left: Choose 1 fact of the 5 tiny slips listed. Can use "Jersey Cows" as main idea and one slip as clarifier

Top Right: Larger letter. Focus on one bullet point. "Humans Share 80% of their genetic sequence with Cows" is perfectly simple



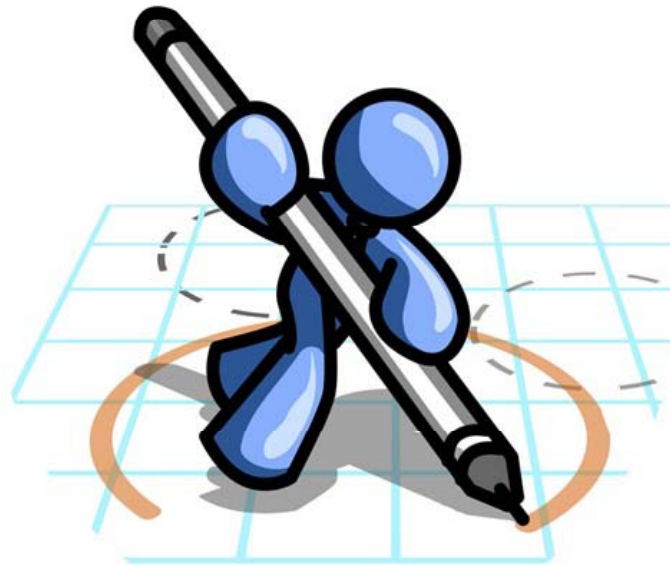
Lower Left: A lot of great info for an educational display!

Lower Right: Although we don't know what a Barbicel is, the 1 main idea is to tell that a Silkies feathers are unique. (displayed in the poultry barn)

# What goes on the BACK of your poster:

- Member name (Your name)
- Your Age & Division (Jr. Int. Sr.)
- Club 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
- Club leaders signature

<b>We Need:</b>	
<input checked="" type="checkbox"/>	_____
<input checked="" type="checkbox"/>	_____
<input checked="" type="checkbox"/>	_____





## 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.
- ◆ Wrapping paper.
- ◆ 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 <span style="float: right;">C0679</span>				
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 eye catcher?				
<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				
<b>COMMENTS</b>				

WASHINGTON STATE UNIVERSITY Cooperating agencies: Washington State University, U.S. Department of Agriculture, and Washington counties. Extension programs and employment are available to all without discrimination. Reprinted Aug. 2004. Subject code 839. C  
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## 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.

# What the Washington State 4-H Fair handbook has to say:

1. One entry per exhibitor allowed in Class 70. Entry must have received a blue ribbon at the county level as an educational display [or poster], not as part of a public presentation, county herdsmanship decor, etc.
2. Class 70 exhibits will be displayed as space allows, in appropriate area or barn.
3. Still life educational displays are due in Puyallup by Labor Day and the following Tuesday. Animal educational display exhibits may either be delivered with still life educational displays, or may be delivered when the animals are entered. If exhibits are delivered with still life exhibits, they will be available in the 4-H Exhibit Building and ready to exhibit on animal entry day. If exhibits are brought in with the animals, they will be judged and returned to exhibitor for display in the animal barn when judging is completed. Educational exhibits will be hung for display. All animal educational display exhibits must be removed when animals are released.
4. Displays may show any topic of an educational or 4-H promotional nature. The size may range from small poster to booth. The display may include sound, motion, etc. Poster must be readable from a distance of 10 feet.
5. No copyrighted illustrations or cartoons may be used in educational displays or posters
6. Please request approval to enter large displays (lot 6). Send a picture and description, including size, to: State 4-H Fair Manager, WSU Puyallup, 2606 W. Pioneer, Puyallup WA 98371
7. All educational displays must have an identifying county mark (sticker or stamp) on the back that indicates the exhibit is the current year's work, and has received a blue placing at the county qualifying event. Without this notation, the exhibit will not be judged and no premiums will be awarded. Exhibitor's name and county should be written on the back of all posters. Mark all items in the display with your county number. Any educational displays remaining after other exhibits have been returned will be discarded. No posters will be mailed unless postal costs and packaging materials have been provided. An attempt will be made to return ribbons and score sheets to county offices.
8. Educational posters will not be judged for a blue, red, or white placing. All posters will receive a special educational display ribbon and ten premium points.

CLASS 70  
EDUCATIONAL DISPLAYS  
Premium Points: 10  
Lot 1 – Posters, 14" x 22" minimum

Source: <http://4h.wsu.edu/statefair/documents/2014STILLIFE.pdf>



Examples provided with permission from:

- Kristen Dovey
- Doug Ballard
- Anna Wilson
- Sarah Kovich
- Brittany Minaker
- Austin Minaker
- Andrew Minaker

# What questions do you have?



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