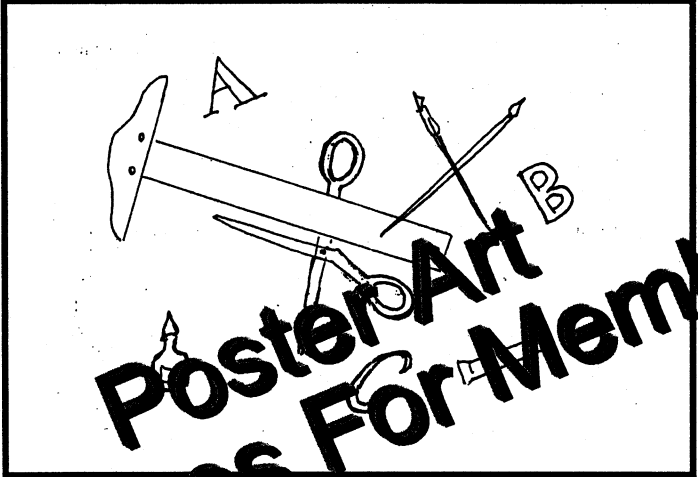


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Poster Art Guidelines For Members



By:
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Performing Arts Program Leader
Snohomish County 4H Program

A Handbook for 4H Members in Snohomish County

Cooperative Extension programs and employment are available to all without discrimination. Evidence of non-compliance may be reported through your local Extension office.

Parents:

**Ask for the companion to this 4H member handbook:
Poster Art Judging Guidelines**

The Judge Evaluates

- + Educational Value
- + Accurate Information
- + Design
- + Originality
- + Creativity
- + Neatness

Your Poster

- + A visual that should make an impact on the viewer's mind and memories
- + Must stimulate thought, teach a fact or show an idea
- + Is self-explanatory-speaks for itself
(charts require explanations)
- + Has five seconds to capture the viewer's attention and state the message
- + Should be uncluttered with words so the message is easily viewed

**It is important
to understand
correct
poster making
techniques!**

Determine and Select

- + Subject area
One main idea
- + Message
Simple and uncluttered
- + Title
Short and easy to understand
- + Poster size
Visibility (how far away will the viewer be!)
- + Layout
Pleasing and eye-catching
- + Art Work
Attract the viewer's interest

Design

- +Have balance, unity and simplicity
- +Have one center of interest-not dead center
- +The viewer should read your poster from:

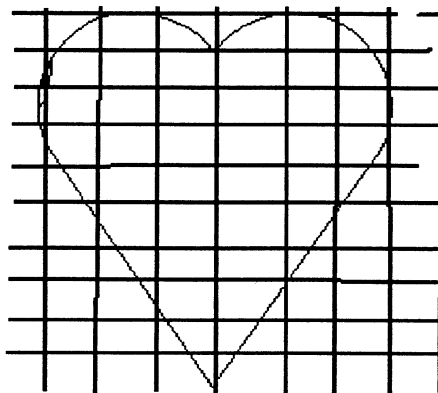
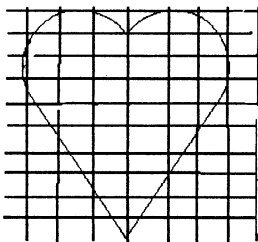
left to right

top
to
bottom

- +Have an invisible frame

To enlarge your art work, use an overhead projector or an image enlargement projector.

You can also graph paper grids and carefully transfer square by square the smaller artwork to the larger graph.



Lettering

- + Easy to read
- + Letters placed so that they will not distract from art work:

Horizontal

instead of

Vertical

- + Consistent in style
- + Large, bold and simple
line thickness $\frac{1}{4}$ of the letter height
- + Spaced correctly by eye
letters within words together
a space between words
- + You may not need lettering if your art work clearly presents your message
- + Be readable from a distance

How far away will your audience be?

Viewing Distance:

10 feet

20 feet

30 feet

50 feet

Letter Size Should Be:

$\frac{1}{2}$ inch

$\frac{3}{4}$ inch

1 inch

2 inches

Color

- + Limit yourself to three colors or less
- + Overall– use one dominant color
- + Lettering should be in one dominant color
- + Center of interest – use a bright intense color
- + Use harmonious color combinations
- + Emphasize your words by using warm colors
reds-yellows-oranges
- + Background colors should be in the cool color tones
blues-greens-gray

**Use light colors on
dark backgrounds**

**Use dark colors on
light backgrounds**

***These color
combinations
work best.***

***Legibility order
top to bottom.***

Lettering color	Background color
black	yellow
green	white
red	white
blue	white
white	blue
black	white
yellow	black
white	red
white	green
white	black
red	yellow
green	red
red	green
blue	red

Illustrations

- + Support the title or message
- + Can be one or a combination of the following:
 - Drawings*
 - Cartoons*
 - Simple line drawings*
 - Paper Cut-outs*
 - Fabric cut-outs*
 - Magazine pictures*
 - Photos*

Materials to Gather

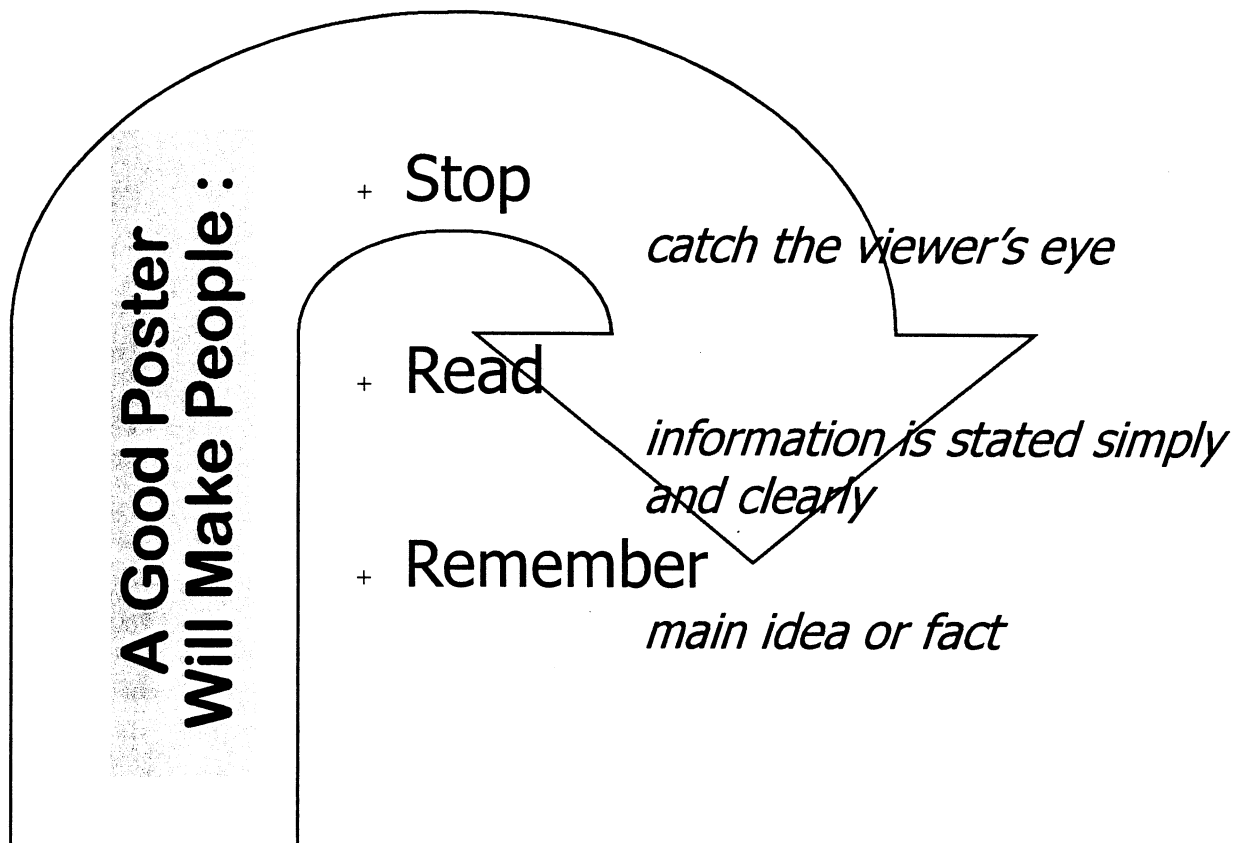
- + Background materials
 - posterboard, fabric, cardboard*
 - corrugated paper, plywood, construction paper*
- + Mounting
 - rubber cement*
- + Lettering
 - broad felt-tip pens, poster paint and brush, lettering stencils*
 - construction paper cut-outs, ready-made gummed letters*
- + Scissor, ruler
- + Color Wheel *(optional)*

Avoid Using

- + Pencils (except for guidelines you will erase)
- + Chalk
- + Ball-point pens
- + Typewritten material or small computer fonts
- + Drug-store sized photos (ads or flyers)
- + More than three colors
- + Colors that clash (non-harmonious – use a color wheel)
- + Staples
- + Masking tape or tape of any kind which will show

Handy Hints

- 1 Plan and design a layout
sketch how your poster will look when finished
- 2 Choose an appropriate *firm* background material for your display
- 3 Experiment with color combinations
- 4 Use *erasable* guidelines (erase all guidelines and pencil marks)
- 5 Rub off all smears of excess rubber cement



Use Attention Grabbing Techniques

Standard for Scorecard Judging

SCORE CARD FOR EDUCAT

Examine the display for the qualities listed below.
Indicate placing earned.

Exhibitor Name or Number _____

Class _____ Lot _____

	Excellent
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	
If poster, mobile or large display, does message stand alone? Elicit response from viewer?	
If chart/graph, is it titled?	
Is message appropriate to intended audience	
COMMENTS	

Uses harmonious color combinations

Avoids using colors that clash

Has one dominant color

Uses intense colors for center of interest

Avoids using too many colors

Large, bold and simple

Readable from a distance 10-20 feet depending on exhibit area

Horizontal rather than vertical

Reads from left to right

Consistent in style

No pencil, ball point pen or typewritten material

Creative placement, style

Eye catching

Promotes or assists message

Art Work - attracts attention

Is used to support the title or message

Large drawings, photos, magazine pictures

(no postcard size photos, copyrighted illustrations or cartoons)

Has balance, unity and simplicity

Not cluttered with words

Not cluttered with pictures

Has one center of interest

Reads from left to right - top to bottom

Letters placed so that they will not distract from the art work

Artwork placed so that it will not distract from the lettering

Has an invisible frame

Straight margins (sides, top, bottom)

Space between lines of message

Letters within words are evenly spaced

A space between words

Erased guidelines and pencil marks

No glue, food or finger smudges

No staples, or tape showing

Poster size - easily visible

Poster material appropriate for displaying (firmness to be considered)

Areas of space filled and balanced

Minimum lettering required for message

Avoids too many words

Creativity

Originality

Message - simple and uncluttered

Self explanatory - speaks for itself

Accurate information

Captures the viewer's attention

States the message

Stimulates a thought, teaches a fact, or shows an idea

Makes an impact on the viewer's mind and memories

Makes people: STOP (catches their eye),

READ (is simple and clear),

REMEMBER (impress with idea or fact)

Title - short and simple - one main idea

Offer compliments and constructive criticism

Be positive when making suggestions for improvement, there is always something kind to be said!

Sign the score card

EDUCATIONAL DISPLAY SCORE CARD

Examine the display for the qualities listed below. Place a check in each row 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 eye-catcher?				
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 _____