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?

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!
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, 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.

A DUCK CAN’T GET COLD FEET

THEY HAVE NO NERVES OR BLOOD VESSELS IN THEIR FEET
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

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

<table>
<thead>
<tr>
<th>Viewing Distance</th>
<th>Minimum Letter Size</th>
<th>Line Thickness</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 feet</td>
<td>1/2 inch</td>
<td>3/32 inch</td>
</tr>
<tr>
<td>20 feet</td>
<td>3/4 inch</td>
<td>1/8 inch</td>
</tr>
<tr>
<td>50 feet</td>
<td>2 inches</td>
<td>5/16 inch</td>
</tr>
</tbody>
</table>
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 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).
**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.

<table>
<thead>
<tr>
<th>Color Combinations for Visibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Black on Yellow</td>
</tr>
<tr>
<td>2. Black on Orange</td>
</tr>
<tr>
<td>3. Yellow-Orange on Navy Blue</td>
</tr>
<tr>
<td>4. Bottle Green on White</td>
</tr>
<tr>
<td>5. Scarlet-Red on White</td>
</tr>
<tr>
<td>7. Navy Blue on White</td>
</tr>
<tr>
<td>8. White on Navy Blue</td>
</tr>
<tr>
<td>9. Yellow-Orange on Black</td>
</tr>
<tr>
<td>10. White on Black</td>
</tr>
<tr>
<td>12. White on Scarlet-Red</td>
</tr>
<tr>
<td>14. Purple on White</td>
</tr>
<tr>
<td>15. Navy on Yellow</td>
</tr>
</tbody>
</table>
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!

COPYRIGHT!! *Use of Copyrighted material will disqualify an informational poster** *(leave bugs bunny off!)*
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
• It's 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:

**A Duck Can't Get Cold Feet**

*They have no nerves or blood vessels in their feet*

**Himalayans Are One of the Oldest Known Breeds**

**Himalayan's Fur Is Heat Sensitive**

**A Chicken Is For Life, Not Just For Easter**

**The Shakers of Pleasant Hill**

In the early 1800s, the religious community known as the Shakers on Pleasant Hill, Kentucky, lived in a thriving community. They were self-sufficient, growing their own food and making their own clothing and furniture. The Shakers lived in simplicity and humility, focusing on their faith and community. They believed in working hard and living a life of service to others.
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
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?

Contact:
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Email: abbyb@klickitatcounty.org

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

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