



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

	Informational Exhibits (Posters)	Educational Displays
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!

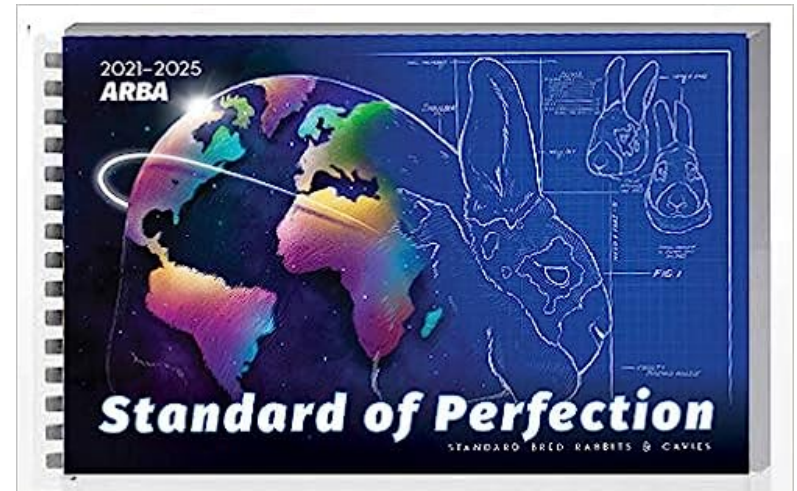
Find a valid and ACCURATE source:

- 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 1st result



PRO TIP: Stay away from contested facts—
Examples: “Worlds oldest rabbit” “Longest ears” “Largest rabbit EVER”

Tried & 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.” – NOT IDEAL
 - Now summarize... and you can get this: Conjunctivitis is an inflammation of the membrane lining the eyelids - GOOD

KEEP IT SIMPLE



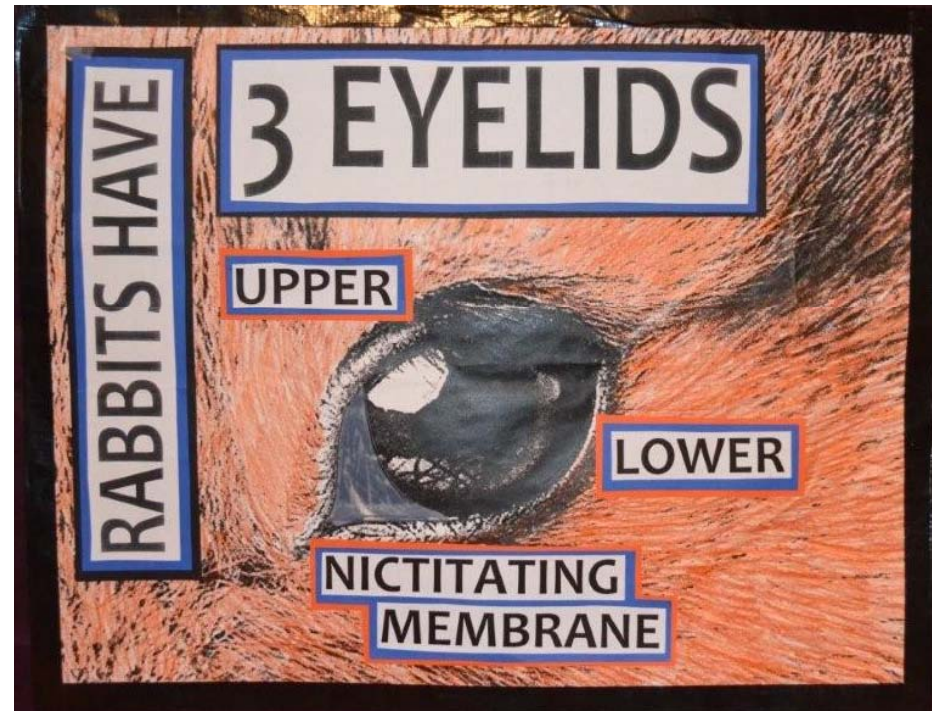
Know Your Audience

- 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.

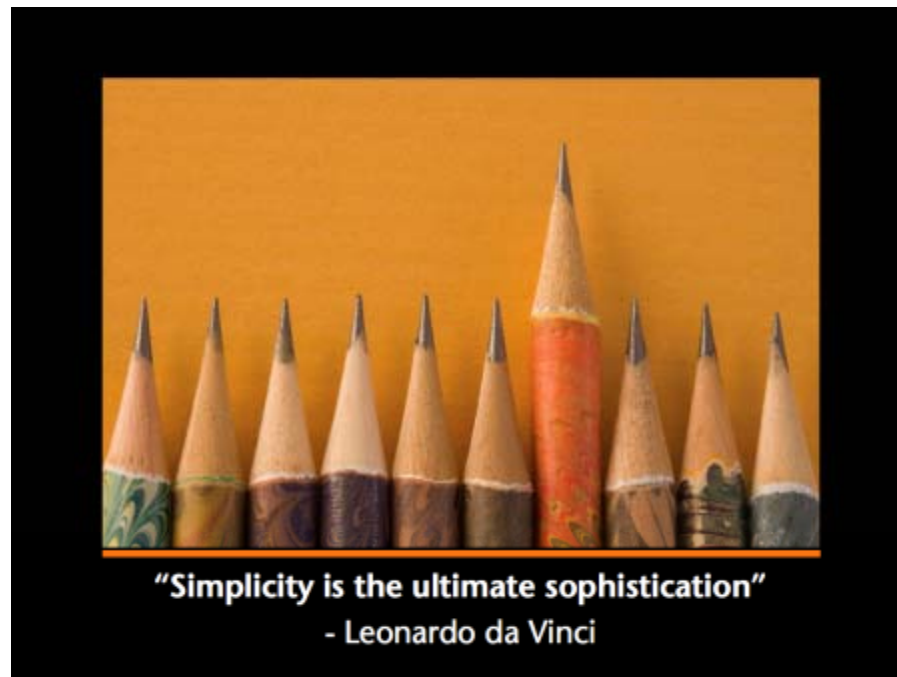
- A good poster used at fair is self-explanatory, it speaks for itself. Posters should make people **STOP. READ. REMEMBER.**
- Effective posters:
 - attract attention
 - focus on a main interest or idea
 - stimulate thought
 - teach facts or show a process



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



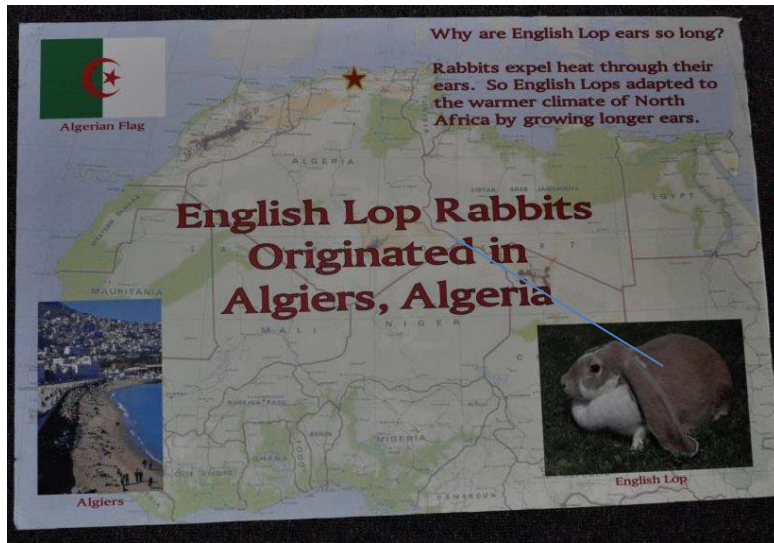
Showing

- Single statement, followed by chart or graph

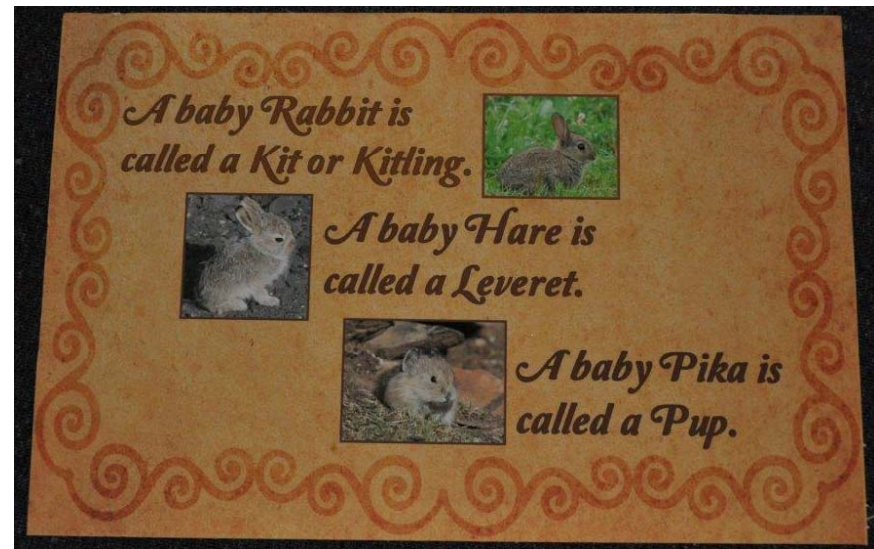


Using Technology

- 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.

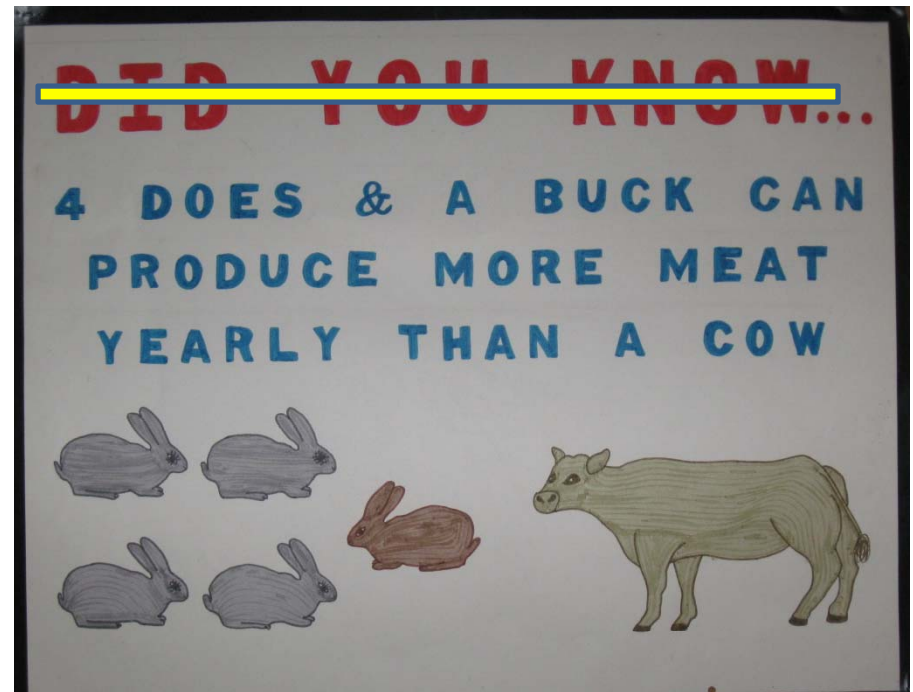


DO NOT

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.”

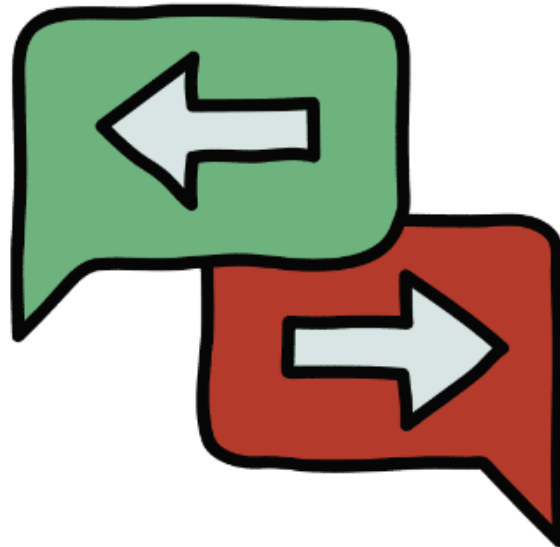
Try this instead: “Still life photography can be a great way to show your skill”



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

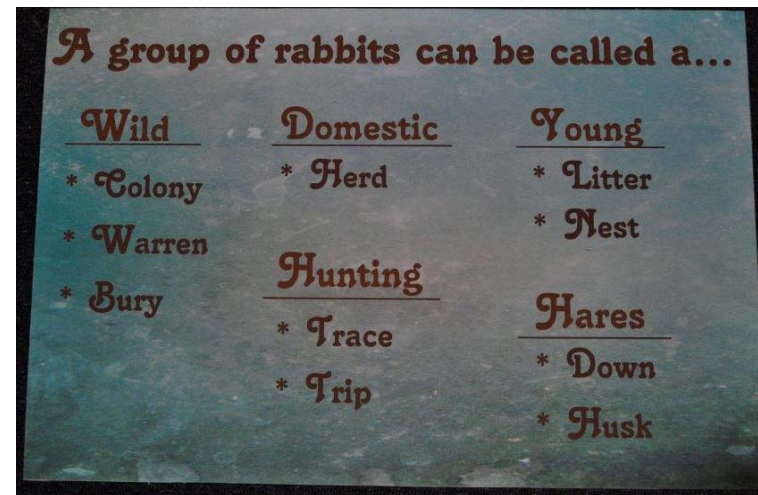
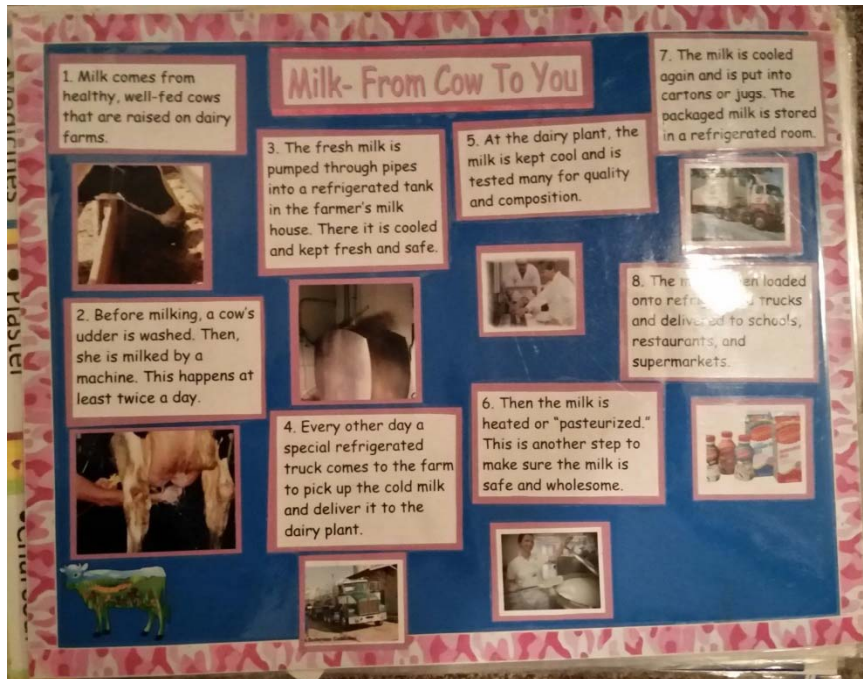
Controversial Topics

- 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 😊



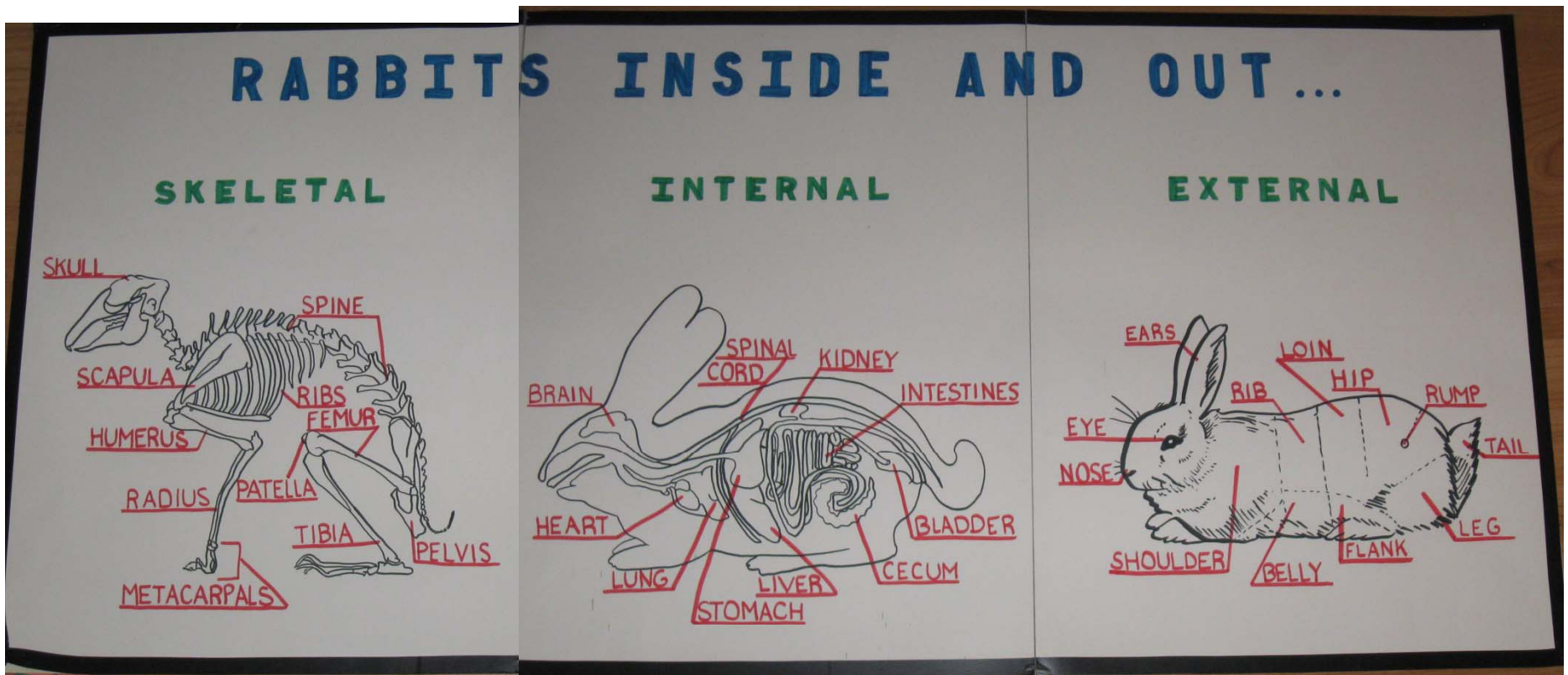
Pro Tip: Expand this poster to a fantastic educational display!

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.

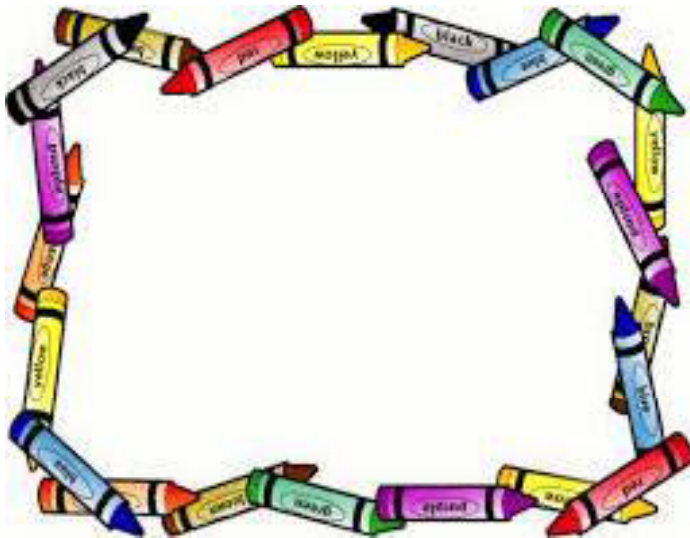


Color Combinations for Visibility

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

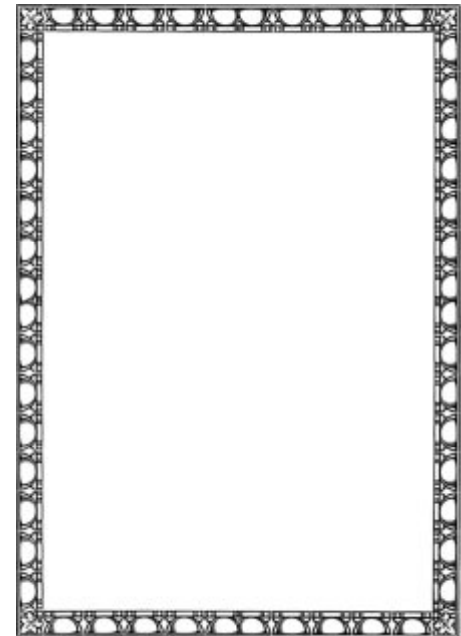
A Note on Borders

- 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

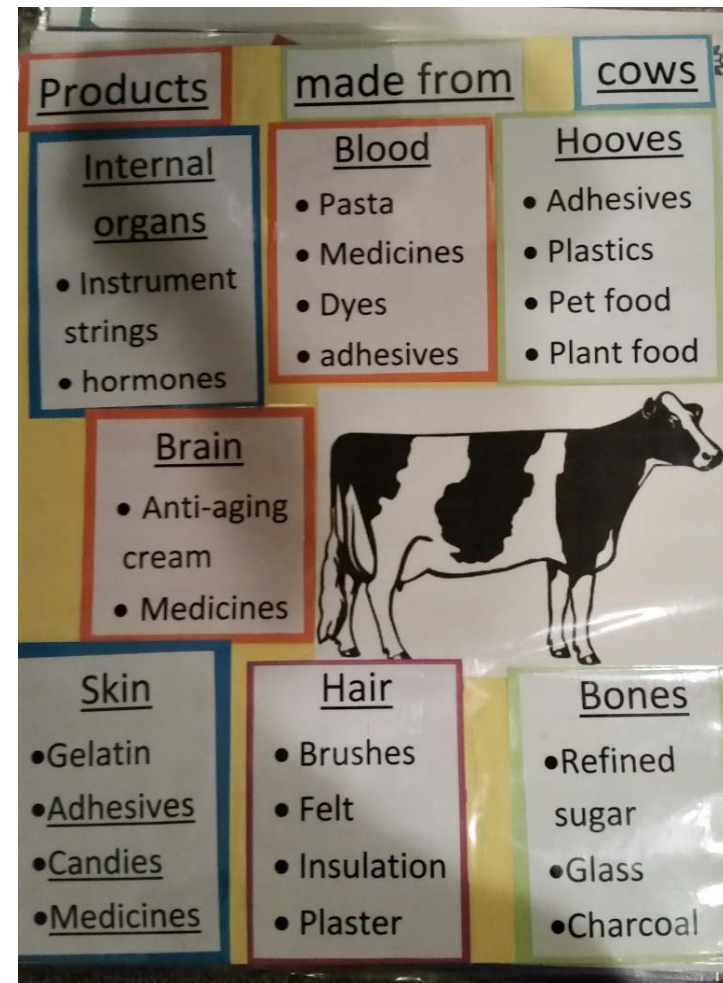
- This example contains too much information. By focusing on 1 area you can:
 - Have larger words
 - Less clutter
 - More creative graphic/image

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

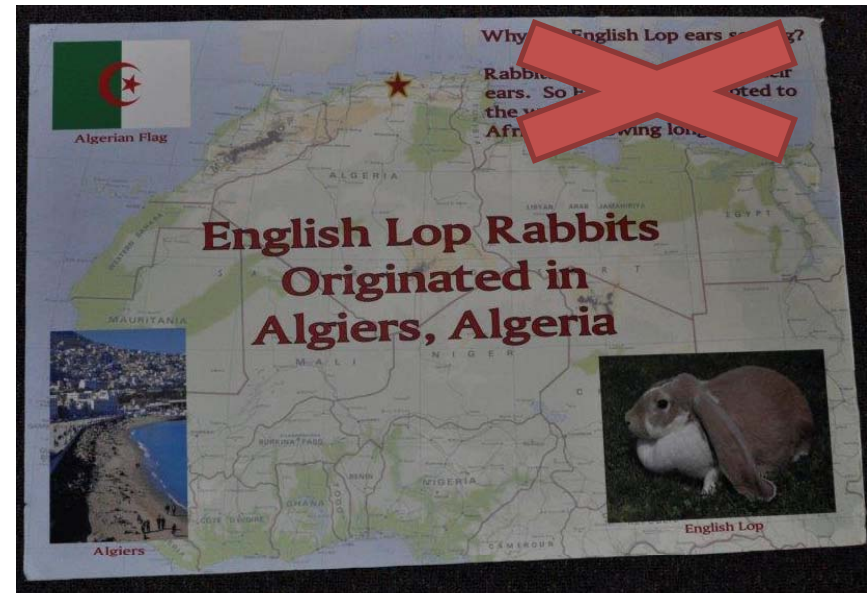


Examples



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

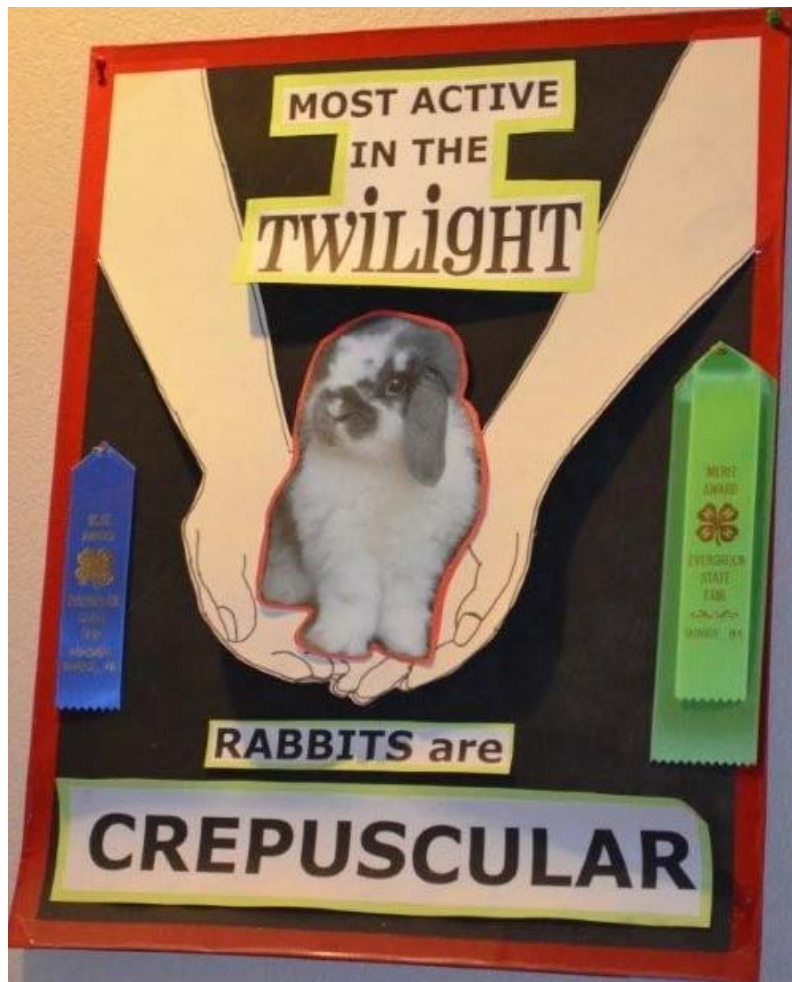


Simple message, drawing fits the space

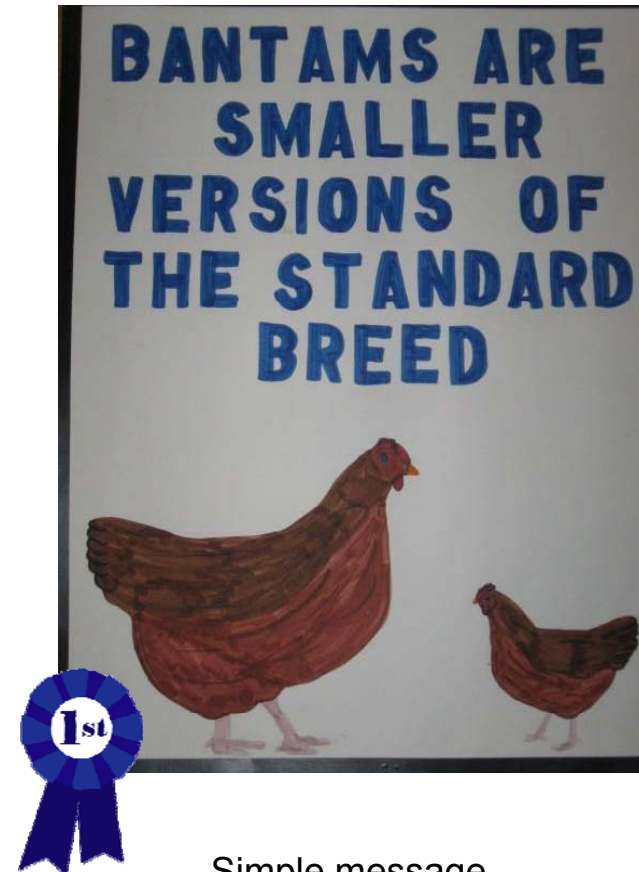


Eye catching with clarifier.
Used real feather for 3-D effect

Examples

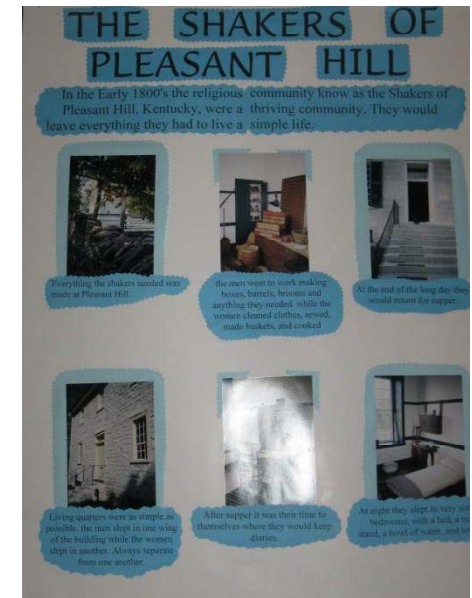
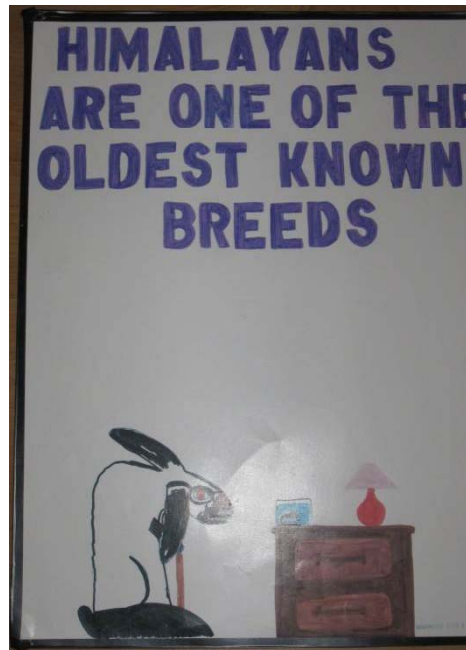


1 clear main idea, explained. Ensure edges are clued down securely

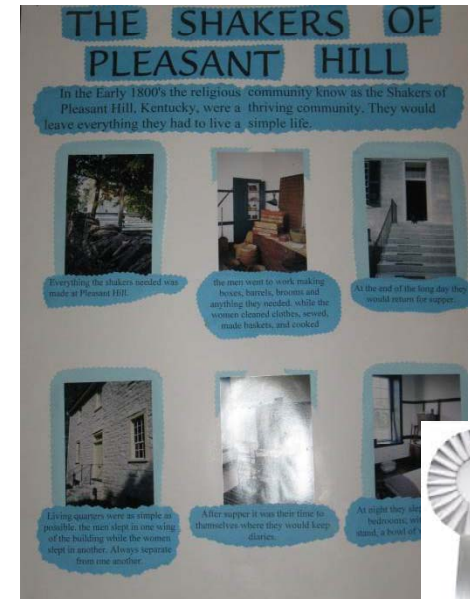
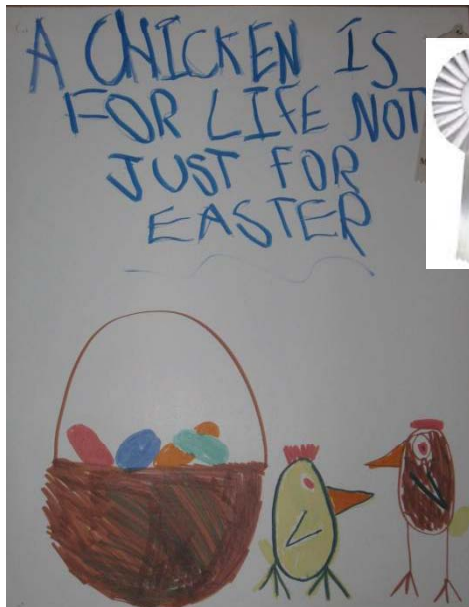
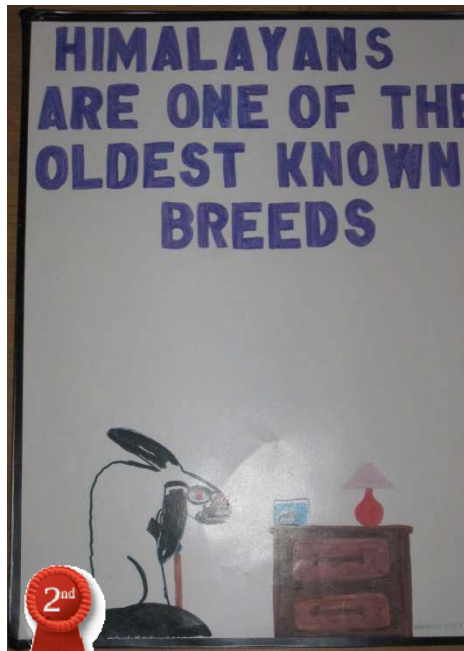


Simple message.
Graphic helps emphasize point

You Be The Judge

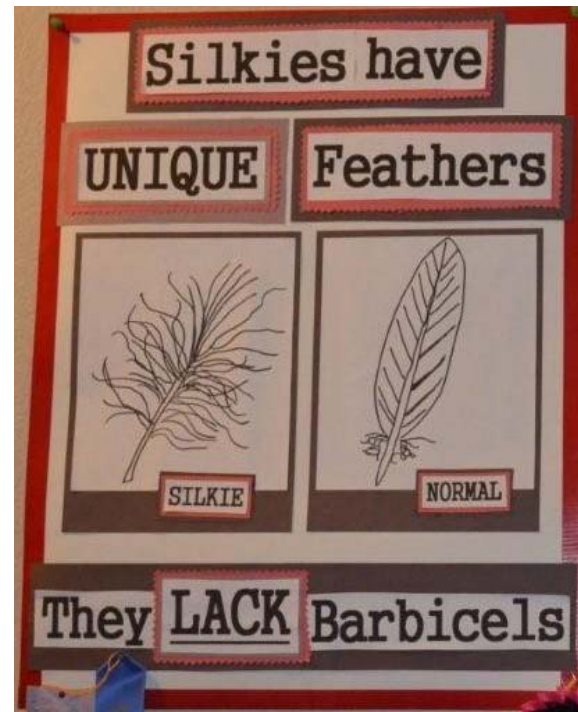
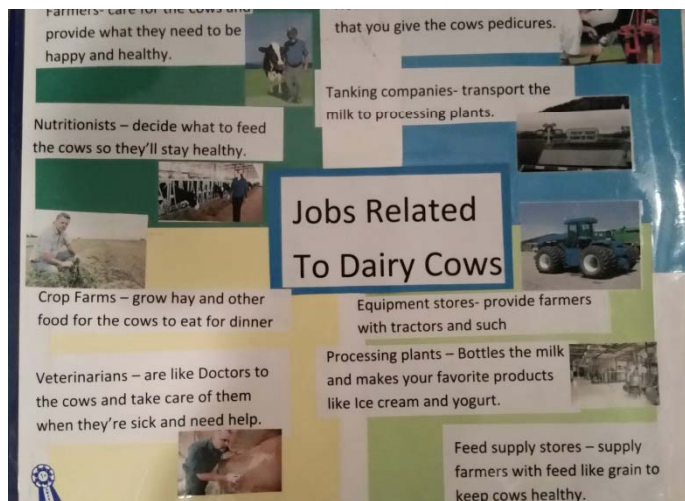
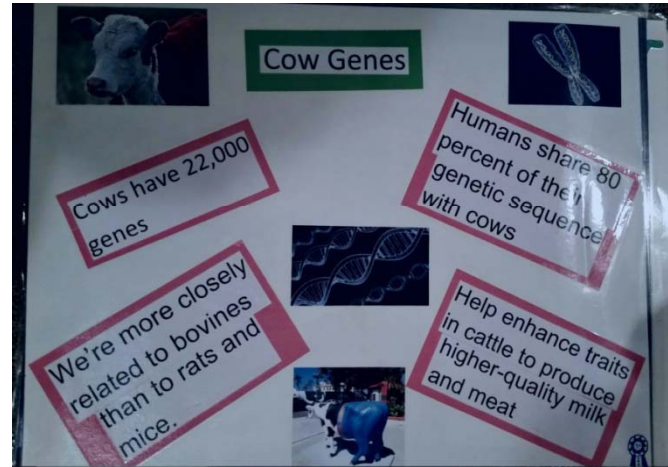
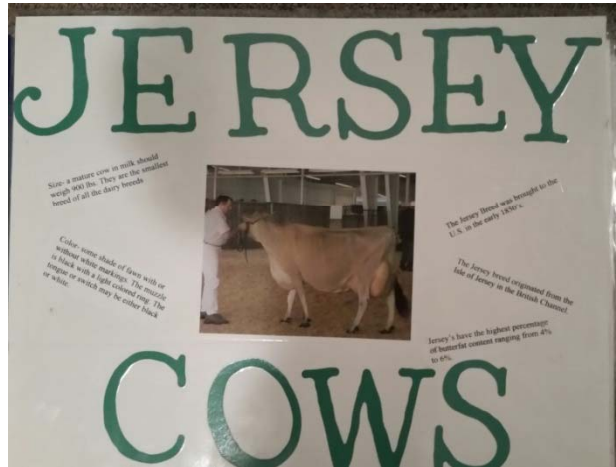


You Be The Judge

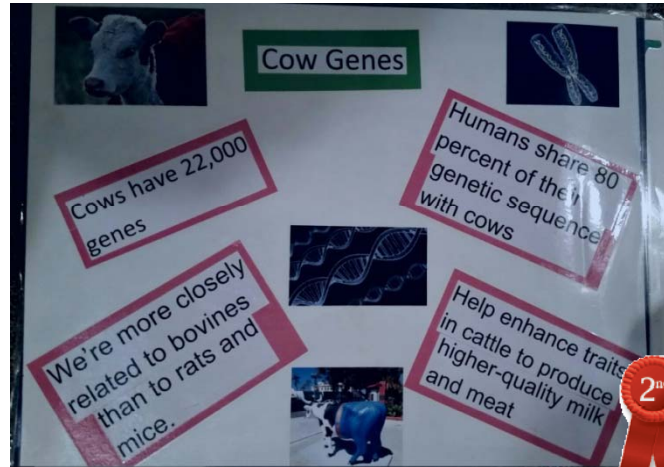
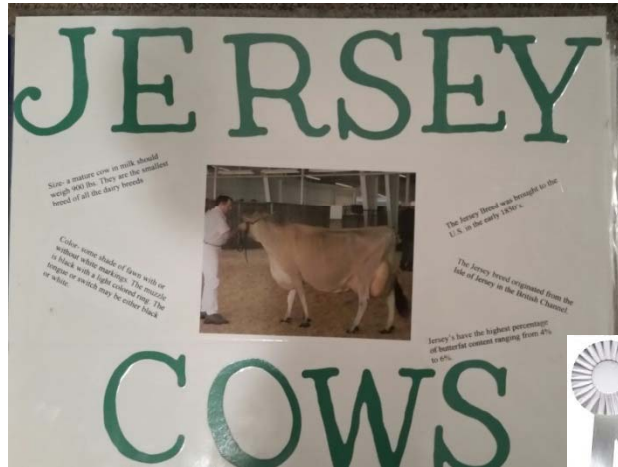


- Top Left:** statement w/ simple clarifier.
- Top Mid:** Words not centered/even. Drawings too small for size of poster
- Top Right:** 1 simple main idea. Great! Drawing explains concept
- Left:** Sloppy, no border
- Right:** too complicated, could make a great educational display

You Be The Judge

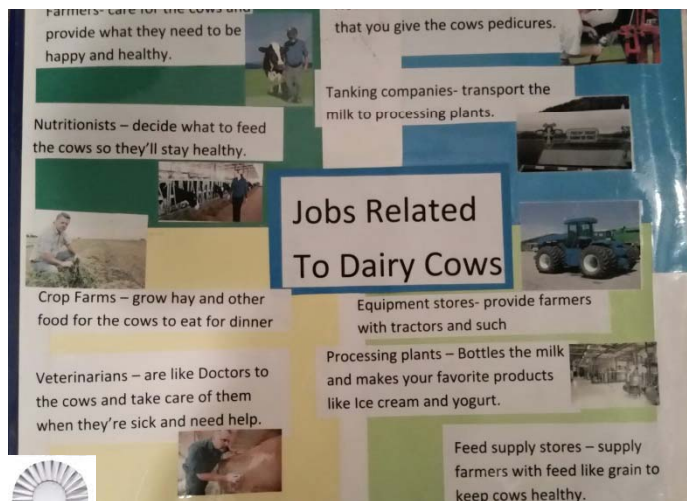


You Be The Judge



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



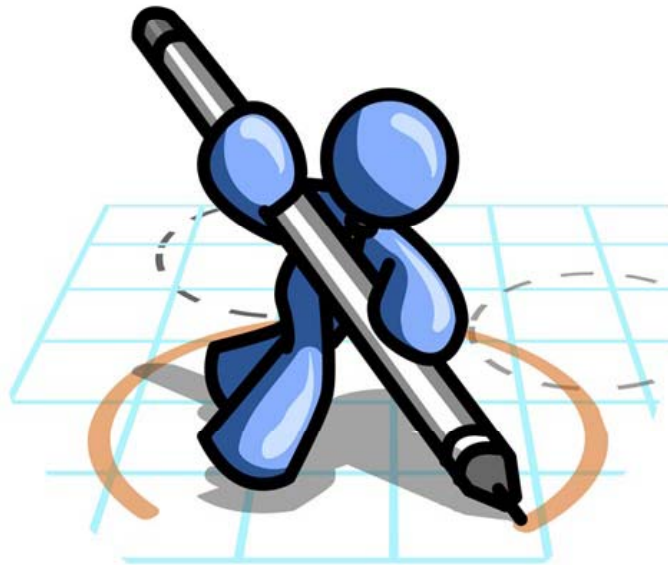
Lower Left: A lot of great info for an educational display!

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

We Need:	
<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

MESSAGE (50%)

- Topic: -One main idea, understood rapidly
- Accuracy: -Facts are accurate; opinions clearly indicated as such
- Value/Impact: -Stimulates thought or shows an idea
- Appropriate: -Interesting/relevant for intended audience

DESIGN (30%)

- Lettering Size: -Easily read from 10 ft.
- Layout: -Neat, well-planned, balanced
- Style: -Consistent spacing
- Readable, attractive
- Adds interest, attracts viewers
- Correct spelling, grammar, punctuation

Illustration

- Size: -Easily observed from 10 ft
- Layout: -Neat, well-planned, balanced
- Consistent spacing
- Relevance:
 - Contributes to main idea
 - Labeled or captioned if necessary
 - Based on audience knowledge

OVERALL PRESENTATION (20%)

- Colors: -Effectively used, harmonious
- Layout: -Neat, well-planned, organized, orderly
- Size & Materials: -Complies with all entry requirements; entry intact and sturdy, content securely affixed; label complete
- Creativity: -Imaginative idea or presentation, original; content developmentally appropriate



Snohomish County 4-H Program
Scoring Rubric for Posters
Department Y of the Evergreen State Fair Premium Guide

Revised January 2021

Member Name _____
Poster Title _____

INSTRUCTIONS FOR SCORING:

- Informational Posters should make viewers STOP - READ - REMEMBER
- Score each criteria below up to the "Max" points.
- Refer to "The Danish System" scoring chart to the right to award Danish earned.
- Consider exhibitor's age, experience, and any accommodations when scoring.
- Provide feedback by circling qualities or areas for improvement; and/or write additional comments.

The Danish System:
Blue = Excellent; entry nearly meets the "ideal standard." 90-100 points
Red = Good; room for improvement in a few areas. 80-89 points
White = Fair; many improvements are needed. 70-79 points
Participation only: Far below standards. > 70 points

Category & Criteria	Desirable Qualities	Areas for Improvement	Max	Pts
MESSAGE (50 points)				
One Main Idea	Main idea is easy to determine	Too general; unclear; too many facts, ideas, messages	10	
Accuracy	Facts are accurate; subjective ideas and opinions are clearly conveyed as such	Subjective ideas are presented as facts or are otherwise misleading; grossly inaccurate entries may be judged but not displayed, or may be disqualified at judge's discretion depending on risk to the public	10	
Brief and Clear	Entry can be observed and understood in a glance/moment/minute or two	Too much information; use of non-value-added words (e.g. "did you know?")	10	
Value and Impact	Stimulates thought or teaches/shows an idea	Viewers not likely to remember/understand	10	
Appropriate for Audience	Interesting to audience; relevant for the community	Too basic or already known by audience; too complex without appropriate, succinct context also presented; content is excessively gory or "R" rated	10	
Comments				
DESIGN (30 points)				
Lettering Size	Easily read from 10 ft	Too small, too narrow	5	
Lettering Layout	Neat and well-planned; consistent spacing; balanced; flow of information is clear and easy to follow	Cramped, cluttered; hand-drawn lettering is smudged; cut-out lettering is untidy	5	
Lettering Style	Readable and attractive; style adds interest or attracts viewers; spelling, punctuation, grammar are correct	Style distracts from message; use of inconsistent style that does not enhance the message; ineffective use of ALL CAPS; hand-drawn lettering is too thinly drawn	5	
Illustration Size	Easily observed from 10 ft	Too small; content of illustrations is cluttered or difficult to view or understand from 10ft	5	
Illustration Layout	Neat and well-planned; consistent spacing; balanced	Cramped, cluttered; hand-drawn illustrations are smudged, too thinly drawn, or difficult to interpret or understand; objects or cut-out illustrations are untidy;	5	
Illustration Relevance	Contributes to the main idea; adequately labeled or captioned if necessary, based on audience knowledge	Unrelated to message; too general, nonspecific; copyrighted materials used	5	
Comments				
OVERALL PRESENTATION (20 points)				
Colors	Effectively used; harmonious	Too many colors resulting in distraction or difficulty for viewer to focus; colors clash	5	
Layout	Neat and well-planned; organized; orderly	Untidy; content crams against the edges of the poster	5	
Size & Materials	Complies with entry requirements for Dept Y and related project department; Entry is presentable, intact & sturdy; label on the back is complete per project department requirements; content is securely affixed	Entry is too big, too small, or of the wrong type/wrong department (tri-folds, diaramas, etc. should be Dept Z); materials are flimsy, smudged, wrinkled, torn, or dirty; edges of cut-out materials are peeling off	5	
Creativity	Idea or presentation of idea is imaginative, original; attracts viewer's attention; content and/or presentation is appropriate for the age group of the member	Viewers have likely seen something similar already; content and/or presentation is comparable to the standards of a younger age group	5	
Comments				
			GRAND TOTAL SCORE	0
			DANISH AWARD	



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, 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 **Wednesday**. 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 entered and returned to exhibitor for display in the animal area. 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, PO Box 1225, 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

Lot 2 – Charts or Graphs, 14" x 22" minimum

Lot 3 – Mobile

Lot 4 – Table Display to fit 30" x 30" table

Lot 5 – Three Dimensional Clothing Project Display

Lot 6 – Three or More Posters in One Display

Lot 7 – Large Display (obtain Fair Manager Approval)



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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