

A cartoon giraffe with orange fur and brown spots is holding a yellow sign with a brown border. The giraffe's head is at the top, and its legs are at the bottom. The sign is in the center of the image.

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.
- Look at WSU Kitsap County 4H Exhibitors Guide class A for all the guide lines.
- Class B Chart or graph can be submitted on poster day as long as it is within the 22 x 28 flat guidelines. If it is interactive or has moving parts it will need approval for entry placement and judging before August 1st kitsap.county4H@wsu.edu

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Educational Display

- Definition: A table top display that provides the audience a more detailed description of a topic. It gives interesting information in a more detailed and attractive manner.

Class D AND E

- Need to notify the Educational Displays Superintendent for special arrangement for judging and details on where it will be displayed before August 1st.

kitsap.county4H@wsu.edu

- Please consult the Kitsap County 4H Exhibitor 's Guide for more information.
- Class C Mobil will also need special arrangements for entry , judging and where it will displayed for fair.

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 for a poster?

Examples:

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! Too long!



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:

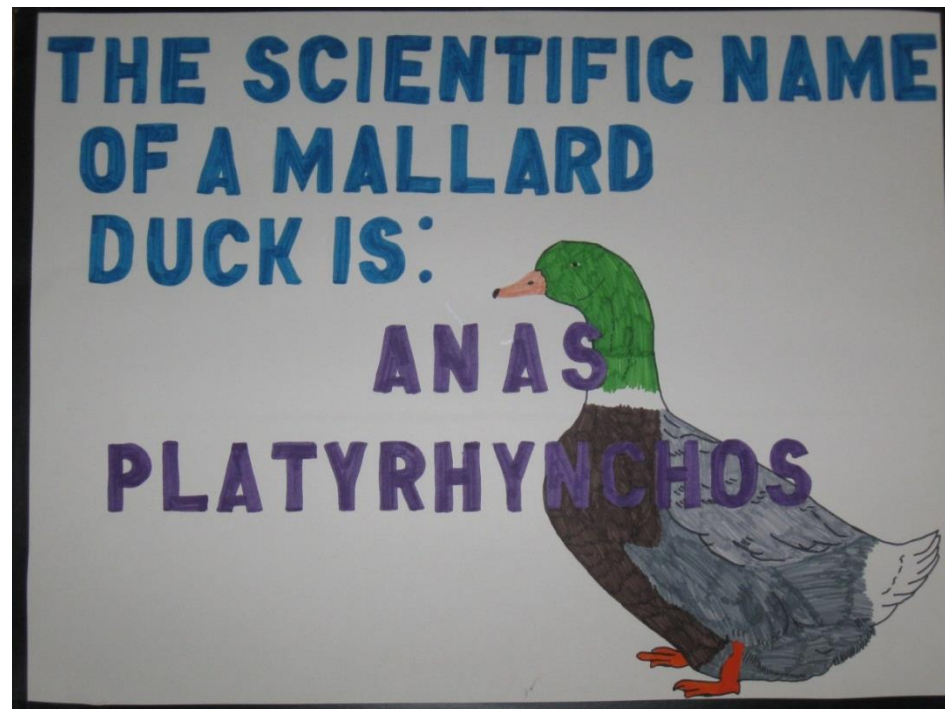
- Is the information truly accurate?
- Although new to you, others might have the same idea

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!

Stop. Read. Remember.

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.



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

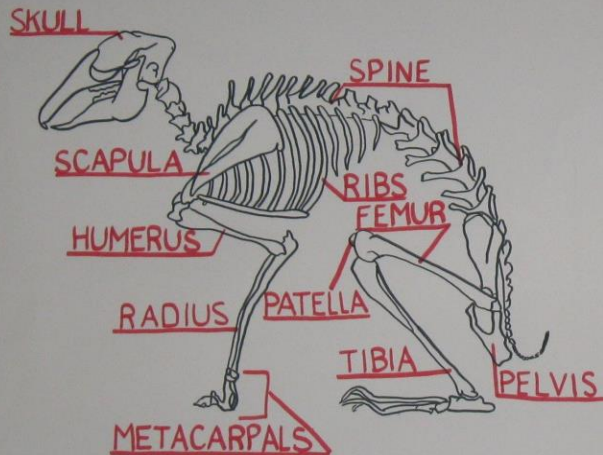
- If your poster is too complicated for an informational poster, that's okay. In fact, that can be great!
 - Step 1: Make it into Educational Display
 - Step 2: Keep being creative and come up with an Informational Poster idea 😊
- An educational display does not have to be filled with nothing but facts. It can present a more complicated but clean/simple



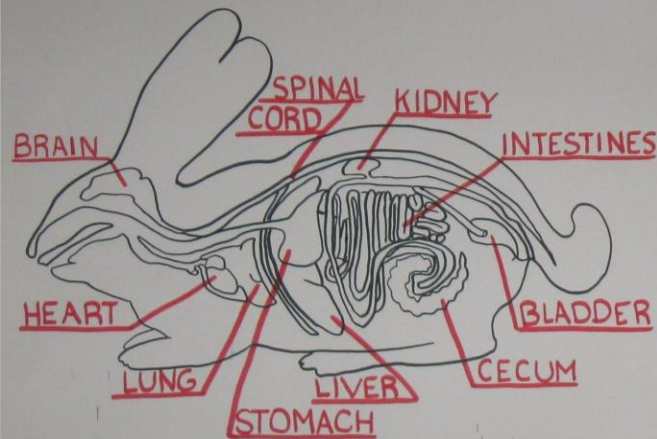
Your idea could be a blue ribbon Educational Display!

RABBITS INSIDE AND OUT...

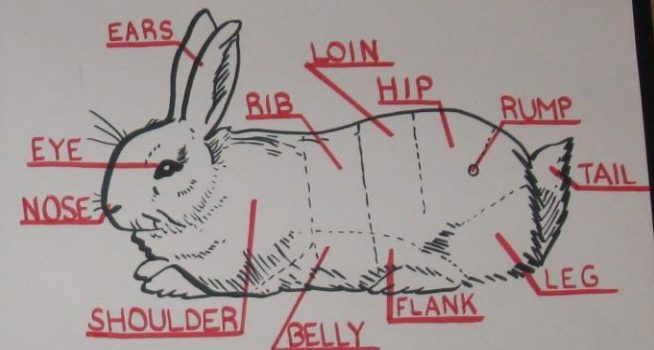
SKELETAL



INTERNAL



EXTERNAL



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. Nothing that sticks up that might get ruined in transportation please
- ◆ **BORDERS:** Always leave a margin around the four edges. Large or poorly done borders may overpower the pictures and written material. Doesn't have to have a colored boarder a white margin is OK . Do what works for your poster.

Informational Posters vs Ed Displays

| | Informational Exhibits (Posters) | Educational Displays |
|-----------------------|---|--|
| SIZE: | Single Poster | Table top display or interactive. |
| 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: | Judges trained by superintendent | Superintendent |
| WHEN JUDGED: | Friday prior to fair at pavilion Unless prior arrangements made with Superintendent of Educational displays | Arranged with Educational displays Superintendent prior to August 1 st . |
| RIBBONS: | Standard Fair ribbons/rosettes | Educational Display Ribbons & Rosettes |
| COPYWRITED MATERIALS: | Not Allowed | Allowed with appropriate acknowledgments |
| CONTENT: | One clear thought | Multiple thoughts on a common subject. |
| CONTENT ACCURACY: | Contents MUST be accurate | Content Accuracy not checked. |
| DATA SOURCE: | Must be listed on the back of the poster | Data Source not required |

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.
 - Ask yourself: How much information do I have to share for this to make sense
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

LETTER SIZE FOR VISIBILITY

| <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 |



Which poster jumps out first?



Which poster jumps out first?



Lettering

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.



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 |

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
- Its okay to leave white space - Posters that are uncluttered are easier to read.

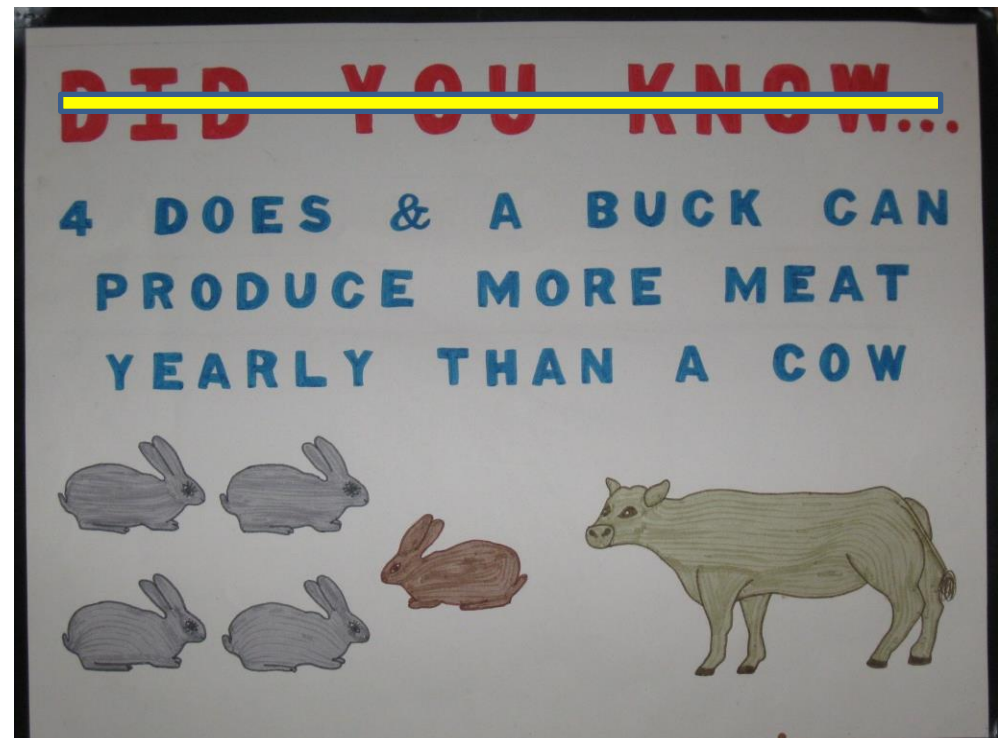


DO NOT

No matter how tempted you are.... DO NOT use the phrase “Did you know?”

WHY!?

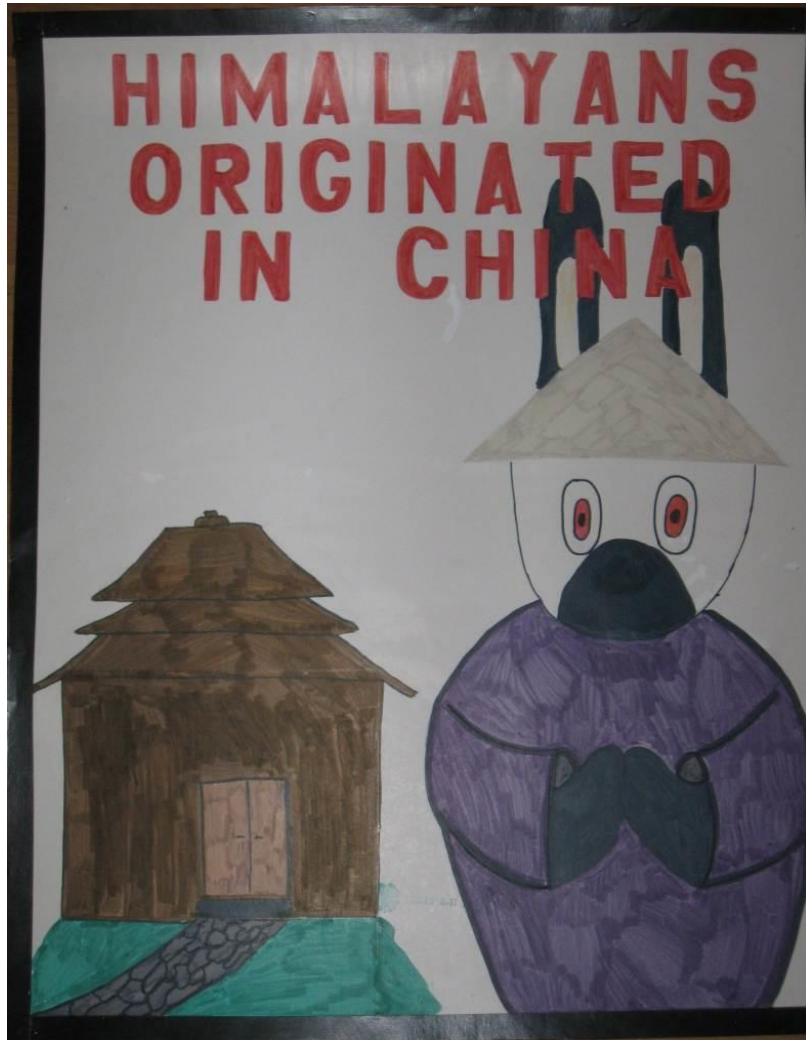
- It clutters the poster
- Your audience is the “viewing public”
 - If they already knew, they wouldn’t be looking at your poster
- Take away from your message
- Distraction



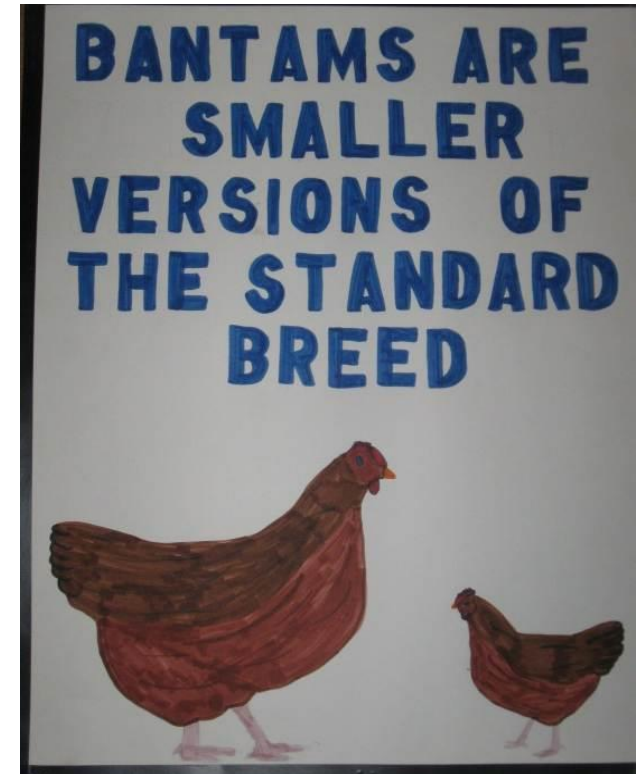
POSTERS DOs & DON'Ts:

- **DO NOT** use copy write or registered materials. No use of commercial cartoon characters, company logos or trademarks.
- **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 and paint and ink dry so they do not damage another poster.
- **DO** include the requested information on the back of the poster. Could help your placement if there are content questions.
- **DO** ensure the content is applicable to the department being entered.
- **DO** keep it simple

Examples:



Examples:



Examples:



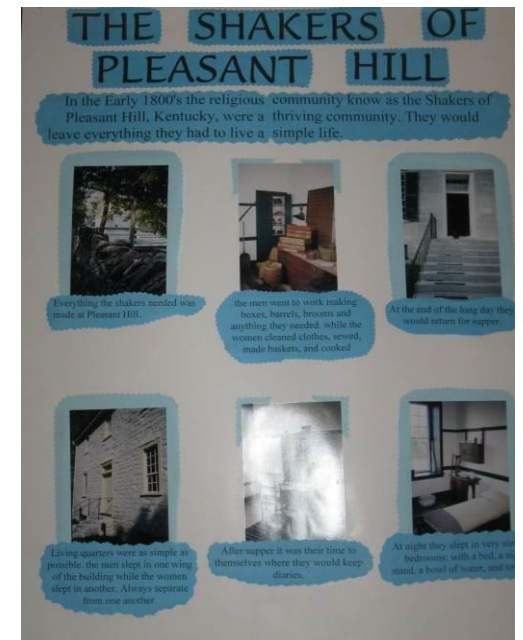
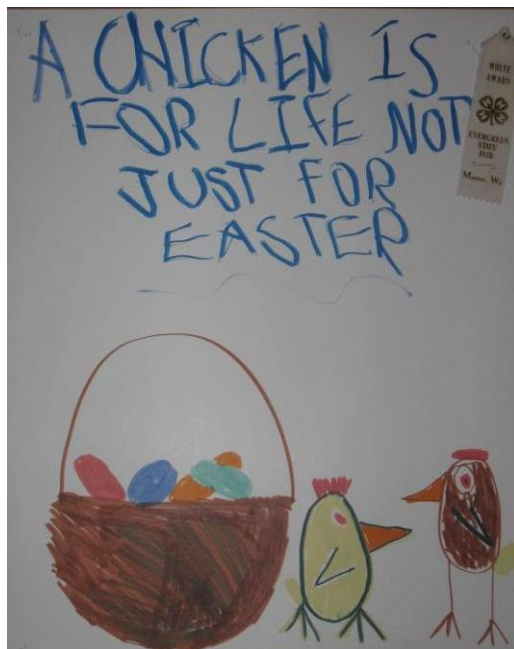
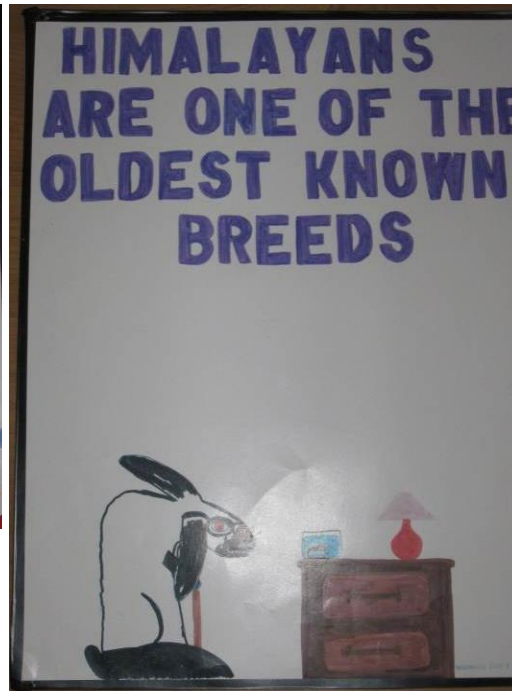
Suggestions:

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

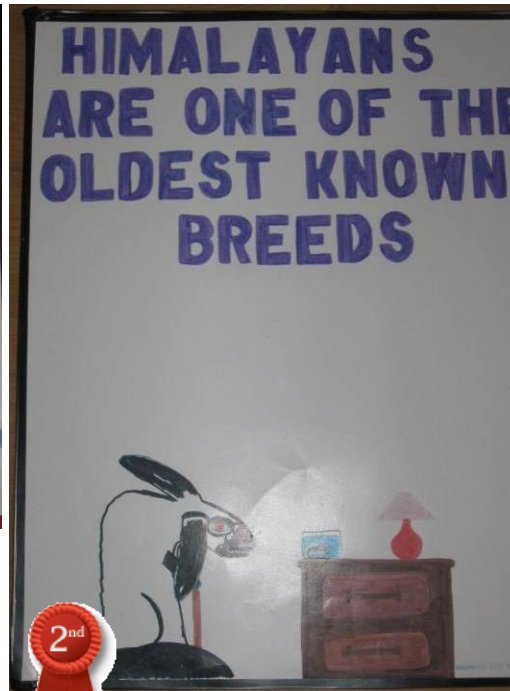


- Simple main idea, with clarifier
- Good use of white space

You be the judge:



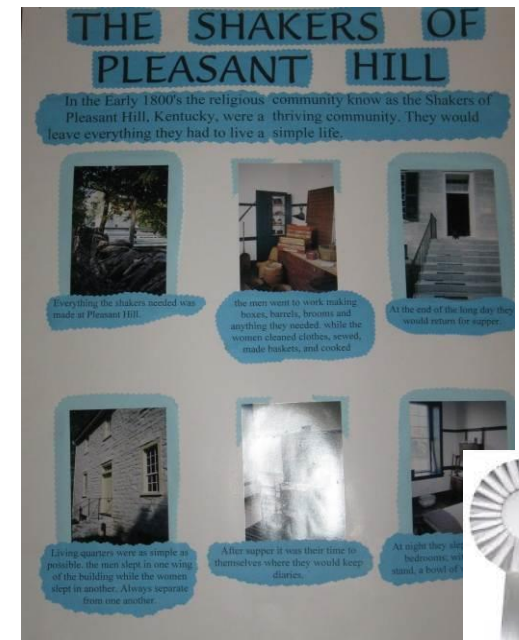
You be the judge:



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
- 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

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



SAMPLE LIST OF SUPPLIES

- ◆ Background– poster board
- ◆ 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 C0679 | | | | |
|--|-----------|------|------|------------|
| 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 |
| 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 | | | | |
| Message elicits viewer response | | | | |
| Message appropriate for intended audience | | | | |
| Chart/graph is titled | | | | |
| COMMENTS | | | | |
| | | | | |
| | | | | |

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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 questions do you have?

Please contact the Kitsap County 4-H Office
with any questions:

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