

## What Makes a Good Poster?

- ⇒ **Original** - Something eye-catching that makes the audience want to stop and read it (color, pictures, drawings, unusual shape, etc.)
- ⇒ **Simple** - Not too busy
- ⇒ **Colorful** - Use color for emphasis, variety, and to get and hold attention. But use colors sparingly.
- ⇒ **Organized** - Make your points easy to read and follow.
- ⇒ **Readable** - If using more than 5-6 words, use both capital and lower case letters rather than only capitals.
- ⇒ **Educational** - Use the poster to help explain your speech more clearly to your audience.
- ⇒ **Spaced** - space areas between letters adequately. Margins should be larger on the bottom and equal on the other 3 sides.

## Color Readability

Consider legibility when selection colors. Many color combinations harmonize well. But they may not read well.

### Posters and Presentations

- Use to highlight some of the important points and recipes.
- Make sure posters are right side up on the easel.
- Do not stand in front of your poster.

## **MOST IMPORTANTLY**



**and HAVE FUN!**

## Tips for making Posters and Charts

1. Lettering should be large enough to be read at normal reading distance.
2. Thin lines cannot be read as well as thicker lines.
3. Plain, simple letters are more readable than fancy letters -- and they take less time to make.
4. Lighter colors are harder to read. If colors are used, they should provide enough contrast to the background so they are easier to read. Another idea is to outline or highlight light colors with black. Try to avoid using a variety of colors if the posters are used only for writing. Basic black is still the best!
5. Capital letters should be used for emphasis or to attract attention. They are harder to read than lower case letters if there is a lot to be read.