EFFECTIVE 4-H POSTERS

Your poster needs: **STOPPING POWER – APPEARANCE**
- Make sure you are within the dimensions of the poster requirements
- Simple – not too much information on one poster
- Can be read at a glance
  - o Specific main idea
  - o Brief wording, short and to the point
  - o Title is short, simple, and catchy
  - o Title may suggest a theme
- Arrangement is well-designed
- Framing or border

Your poster should be: **INTERESTING AND ATTRACT INTEREST**
- Attracts attention immediately
- Contrast – unusual lines, shapes, and textures (color & design)
- Good use of color (in background, objects, & lettering)
- Display is attractive and shows creativity

Your poster should be: **CONVINCING AND HOLD INTEREST**
- Idea expressed well
- Conveys a message
- Tells the message accurately & completely
- Message – expresses only one idea in each poster

But you have to remember the: **MECHANICS WORKMANSHIP**
- Soft pencil (#2) can be used to make guideline marks which you erase (art gum eraser)
- Items must be securely attached or mounted to poster board or background material
- Lettering
  - o Use a guideline or ruler for consistency and neatness
  - o Should not be crowded onto poster
  - o Use plain, bold lettering and lines
  - o Lower case letters are more easily read than capitals
  - o Horizontal letters are easier to read and design than vertical letters
  - o Make sure your lettering is large enough to be seen
  - o Do not mix colors in a message – keep letters all one color
  - o Various types of lettering can be used
- Color
  - o Neutral colors for backgrounds (grays, greens, and blues in pastel shades)
  - o Color of lettering should contrast with background
  - o Limit to two or three colors – Usually it is best to select one lettering color to go with your overall background color. A third color may be used in small amounts for accent and attention.
  - o Use bright, intense colors for the smaller areas and if possible for the center of interest. Red is a good accent color.
  - o Color combinations ranked in order for legibility:
    - ▪ Black on yellow
    - ▪ Green on white
    - ▪ Blue on white
    - ▪ White on blue
    - ▪ Black on white
    - ▪ Yellow on black
    - ▪ White on red
    - ▪ White on orange

- White on black
- Red on yellow
- Green on red
- Red on green

Here is a lit of color combinations which may help you to select colors for your poster.
Some of the combinations may seem unusual, but you will find they will work magic to attract and hold attention.

Accent (least amount)	Props (happy medium)	Background (largest amount)
Green	Chartreuse	Light Yellow
Violet	Lilac	Light Gray
Red	Pink or Black	Light Gray
Blue	Light Blue	Light Gray
Blue & Gray	Light Blue	White
Violet & White	Medium Gray	Pink
Red	Ivory	Light Yellow
Blue	Light Blue	Chartreuse
Green	Beige	Light Gray
Black & White	Light Gray	Chartreuse
Black & White	Medium Blue	Light Gray
Blue	Deep Pink	Light Blue
Black	Orchid	Pink
Black	Light Green	Light Yellow
Black	Medium Blue	Light Gray
Blue & Silver	Cream	White

DO! DO! DO!

- Keep it organized
- Keep it neat
- Use correct spelling
- Use only one idea
- Keep heavy materials from coming too close to the top, bottom, or sides of the poster
- Make cuts evenly, paste cleanly, measure for centers and parallels

DON'T! DON'T! DON'T!

- Don't use staples, tacks, or tape (tape is acceptable in a few areas like attaching leaves to poster)
- Don't use fluorescent poster board
- Don't create a poster with all words or all pictures
- Don't use complicated designs or naturalistic drawings
- Don't use several small centers of interest
- Don't use fine, threadlike writing or very small lettering
- Don't forget the need for good balance a proportion