



SCP POSTER-MAKING 101

Do	Don't
<ul style="list-style-type: none">• Make sure your visuals are clear and of good quality.• Have attention grabbers that will make a quick impact – you have less than 3 seconds to grab your reader's attention.• Lay out the content of your poster first.• Keep things clean and simple.• Choose colors or color combinations that are gentle to the eyes.• Use a clear and bold color for the wording on your poster – black is always effective.• Choose an “easy-to-read” font for the wording on your poster.• Make sure that you can read your poster from a distance (12 feet).	<ul style="list-style-type: none">• Add unnecessary visuals to your poster – this simply clutters your poster and makes it too busy.• Run words to the sides of the poster – allow for margins on both sides and the top and bottom.• Use colors or color combinations that are too bright or harsh to the eyes.• Use fluorescent colors.• Use glitter for lettering – glitter is not a color.

FONTS:

This is a good font for a poster. (Arial, bold)

This one is good. (Franklin Gothic Book, bold)

I like this one, too. (Tw Cen MT)

This is a clear font, but it's a little boring. (Courier, bold)

Italics are especially hard to read from a distance. (Times New Roman, italic)

Fonts like this are difficult to read. (Jokerman)

This one is cute, but hard on the eyes. (Curlz)

I think you get the idea. (Buckadider JTC)

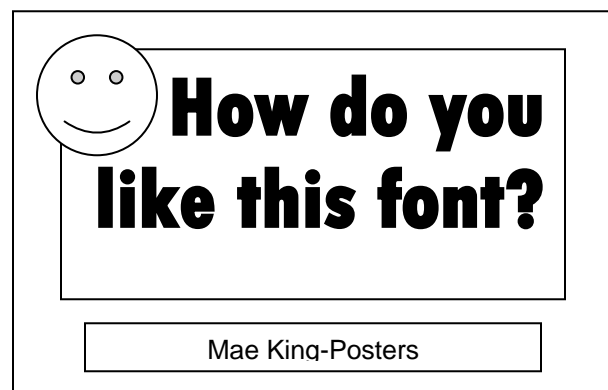
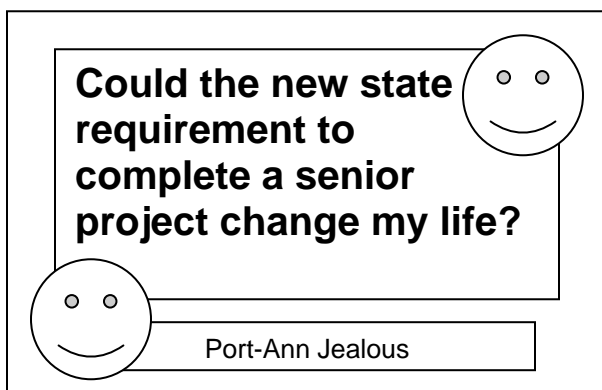
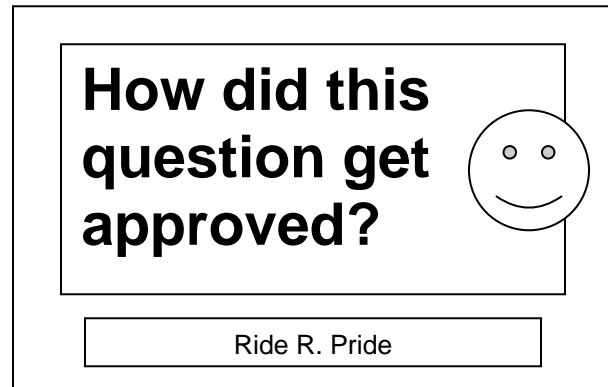
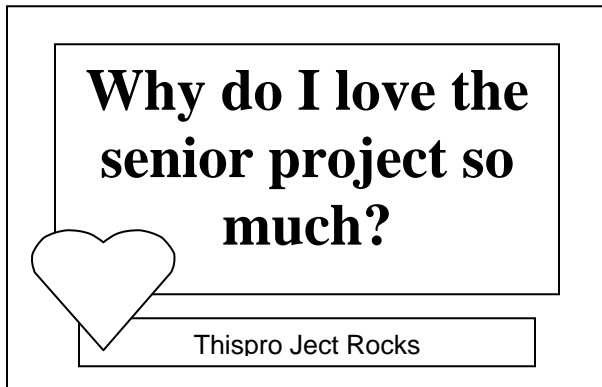
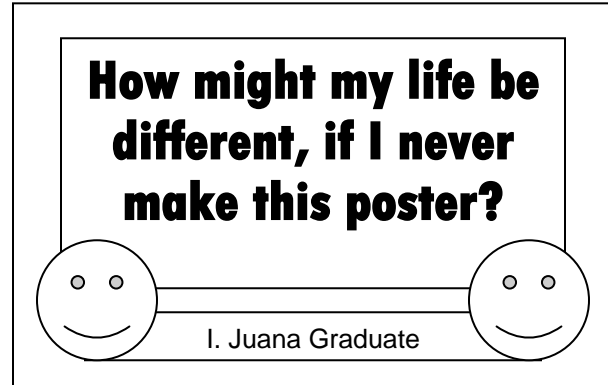
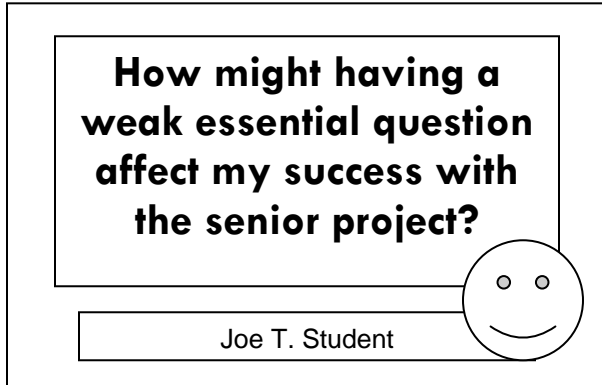
REMEMBER:

- **Keep it clean and simple – less is more.**
- **You have less than 3 seconds to draw attention to your poster.**
- **Your poster should be legible from 12 feet.**
- **Glitter is not a color.**

Designing Your Poster

Remember:

- The essential question is the most important thing on your poster.
- You must also include your name and a visual that enhances the reader's understanding of what you are trying to discover.
- You don't want your visual(s) to become distracting.



Be sure to look at some poster samples in the 400 hall and other places here at school and at the PASD School Board room.