

• **Poster pointers** -- examples of how to make your conservation message into a design more readable and attractive

What makes a good poster?

- A brief, catchy message; one theme that can be read in 10 seconds or less
- A slogan telling viewers to do something and making them want to do it
- Use of colors and white space to get and hold attention
- Letters large enough to be easily read and words separated enough to make them quickly grasped

Avoid these poster faults:

- More than one theme
- Too busy -- too many and/or too scattered pictures or words
- Material not relevant to topic
- Message becomes lost

Other tips to remember:

- Margins should be larger at the bottom and equal on the other three sides
- plan ahead
- Illustrations add emphasis and attract attention
- Small lettering is hard to read at a distance. Consider the following lettering heights for readability from 10 feet:

Easiest to read	1 inch
Easy to read	3/4 inch
Fairly easy to read	1/2 inch
Possible to read	1/4 inch
Cannot be read	3/16 inch
- **Boldness** makes a difference
- Plain lettering is more readable than Fancy lettering
- Use guidelines for word and art placement
- R e m e m b e r s p a c i n g Rememberspacingrememberspacing



NCASWCD Poster Contest

OUR GOAL: The North Carolina Association of Soil and Water Conservation Districts sponsors a poster contest at District, Area and State levels to provide third, fourth, fifth and sixth grade students an opportunity to become aware of and share their concerns for soil and water conservation through poster art.

DO:

☺ Become familiar with the judging criteria on the 'Poster Contest' score sheet.

☺ Be aware of the following definitions:

"Conservation"- the wise use and management of natural resources (soil, water, air, plants, animals) to fulfill human needs now and in the future.

"Soil Conservation"- to protect soil from erosion; to keep it productive and out of waterways, to use and manage soil wisely now to ensure a rich soil resource for future generations.

"Water Conservation"- to protect water quality by keeping water clean from sediment, chemicals, oil and animal wastes; to protect water quantity by using smaller amounts; to use and manage water wisely now to ensure good water quality for future generations.

"Best Management Practices" (BMPs)– agricultural practices that are suitable for reducing or minimizing the amount of water pollution generated by non-point sources; an engineered structure or management activity, or combination of these, that eliminates or reduces adverse environmental effects of pollutants. Often called BMPs.

☺ Be aware of copyright protection. Posters must be your original work.

☺ Follow the specifications for size and materials for poster work.

☺ Ask yourself the following questions about your poster:

Has the theme been clearly addressed?

Does the work demonstrate an understanding of the subject matter?

Is the work neat, organized and grammatically correct?

Does any mounted items stick out more than 1/8 of an inch?

☺ Be sure you have identified your poster on the back using the correct format.

☺ Contact your local SWCD office if you have any questions about participating in the poster contest.

DON'T:

⊗ Don't roll your poster. Posters should be submitted flat.

⊗ Don't miss the deadline for turning in your poster.

⊗ Don't let your parents or someone else do it for you.