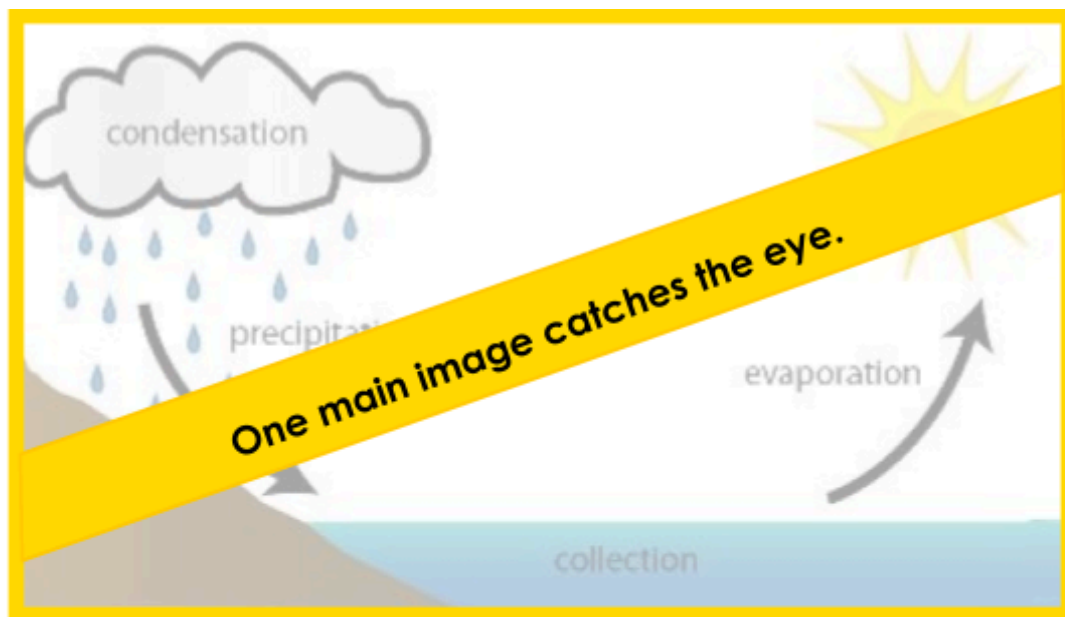


# Poster Guide

## for Stormwater Poster Artists

The title should be easy to read from far away.



The smallest text is just for details.

- **Keep it simple**
- **Use 5–6 word phrases**
- **Make 3-4 points/arguments**

**Bright colors  
make it fun!**

**Combine these elements to make a poster of your own!**

**Add a call to action! — Encourage people to act on what they learn in your poster  
You can take up all the space!**

It helps make it easier to read, Thicker lines are easier to read than thin

a few  
more  
tips!

Make sure your colors contrast enough so it's easy to read!

*Fancy*

*fonts are harder to read*  
your spelling

Remember to double check

Plan ahead to make sure you don't run out of room

ALL CAPS IS ONLY FOR THE MOST IMPORTANT POINT

## What Makes a Good Poster?

**Original** - Something eye-catching that makes the public want to stop and read it  
(color, pictures, drawings, unusual shape, etc.)

**Simple** - Put 1-2 basic points on each poster.

**Colorful** - Use color for emphasis, variety, and to get and hold attention.

**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 a poster when it helps explain a point more clearly to your audience.

**Spaced** - Space areas between letters adequately.

Use 1 ½ letter width between words and 3 letter widths between sentences.

Margins should be larger on the bottom and equal on the other 3 sides.

**Neat**

**Accurate** - spelling and all information should be correct.

**Action** - Tells the viewer to do something and makes him/her want to do it.

## Tips for making Posters

Lettering should be large enough to be read at normal reading distance. Thin lines cannot be read as well as thicker lines.

Plain, simple letters are more readable than fancy letters -- and they take less time to make.

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!

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.

Keep writing to a minimum by using a key phrase or word.

Plan ahead!

Source:  
"What Makes a Good Poster"  
[www.extension.iastate.edu](http://www.extension.iastate.edu)

