

## **What makes a good poster?**

- A brief, catchy message; one theme that can be read in 10 seconds.
- Colors to grab and hold attention.
- White space to add emphasis and attract attention.
- Text large enough to be easily read.

### **Dos:**

- Do limit text, and balance a combination of illustrations and words.
- Do be as neat as you can and be sure to erase any penciled sketches or guidelines.
- Do blend colors when using crayons or colored pencils.
- Do research the theme topic as a way to brainstorm poster ideas.

### **Don'ts:**

- Don't use staples, tacks, or tape.
- Don't use fluorescent-colored posters.
- Don't create a poster that is all words or all illustrations.
- Don't have your parent or others draw your poster for you to color in.
- Don't try to include too many ideas. A single message – clearly illustrated – is most effective.