King County 4-H
Educational Poster
Tip Sheet – Revised

The best poster ideas come from something you learned in 4-H or with your own 4-H project. Keep it simple and know your audience (hint: it is the general public visiting the Fair!)

New this year: We are accepting digital formatted posters. You may create and submit a digital version using PowerPoint, MS Word, MS Publisher, Adobe PDF. We will still accept paper posters turned in to the 4-H office or photographed and submitted via email. No matter which format, all posters should follow the basic guidelines outlined here.

Effective posters:
- Attract attention—are easy to read
- Have a main idea—are not complicated
- Teach a fact or show a process—have interesting or useful information for the viewer

Poster Orientation:
- Poster may be vertical or horizontal (portrait or landscape orientation).
- Place an eye-catching title at top of poster; show clarifying information in smaller letters.

Lettering:
- Paper poster letter must be able to read from 10 feet away; letters must be at least ½ inch tall; if using computer letters, then at least 42-48 pt type.
- For digital posters, the presentation font should be no smaller than 14 point; use basic fonts such as Arial, Times, Verdana, Cambria, Calibri, etc. unless submitting a PDF poster.
- Upper and lower case letters are easier to read than ALL CAPS.
- Make sure there is adequate letter and line space between words sotheyareeasytoread!

Colors:
- Only 3 colors on the poster (photographs are the exception).
- Use 1 main color and up to 2 supporting colors.
- Make sure the colors go together—e.g., red letters on a green poster is hard on the eyes.

Wording:
- Use statements, not questions.
- Do not use "Did You Know" as the title of your poster.
- Bullet points are effective way to make your information easy to understand.
- Do not plagiarize material from another source.
- No logos, copyrighted, or trademarked material is permitted. If it has © or ™ (TM) on it, you may not use it unless you have obtained permission from the copyright owner.

Design:
- Neatness counts! Be sure to neatly erase any pencil markings or guidelines on paper posters.
- If making a paper poster to be photographed for submission, make sure there is adequate lighting.
- Digital posters may use template backgrounds (appropriate for younger 4-H members; more senior 4-H members should demonstrate higher-level graphic or design skills.
- At this time, please do not embed videos or other formats to digital presentations; hyperlinks can link within the poster but not to the Internet.

Credit and Sources:
- Be sure to credit where you found the information—cite your source!
- Provide full name of author, full title of book, year of publication (or month and year if using a magazine), and page number. You may copy the page of the book but it must include book title, author name, and year published
- If from an Internet document, then the FULL URL must be attached to the back of the poster.
- Digital presentations can provide citations on a separate slide or in the author note section as appropriate.
- Wikipedia is NOT a reliable source because it is an editable format and thus is not allowed.
- Do not use people as sources.