

Dog Poster Basics

Content and Information

- Titles should be kept as short as possible so that it can be read quickly and elicit interest in the reader.
- Determine the one essential concept you would like to get across to the audience.
- Select only the most pertinent data for the poster.
- The poster should provide enough content to be viewed for approximately 2 to 3 minutes.
- Readability, how easily the ideas flow from one item to the next are important. Misspellings make your text “hard to read” and are annoying on a public display. Spelling mistakes give the impression that you have not put in the effort, careless, not worthy of high assessment scores.
- The main focus of the poster should be an educational experience about canine culture.

Originality and Creativeness

- Color should be used to emphasize, differentiate and to add interest, do not over use color to impress.
- Neon colors should be used sparingly if at all. Try to avoid large blocks of bright or garish colors.
- Lighter background areas where text occurs are easier to read. Extra care needs to be taken when choosing dark backgrounds and contrast of text to reduce eye strain when reading.
- Use color to emphasize elements and draw attention to your poster, but don't use too many different colors.
- Colored borders can increase the poster's visual appeal.
- Good choices in font styles for readability include “Times, Tahoma, Arial” and others. Choose only 2 font types to use, too many font types distracts especially when they appear in the same sentence.
- Do not use all UPPER CASE type on your poster it makes reading more difficult.
- When using **bold**, *italics* or underline for emphasis be sure to pick only one to use through out the poster, do not choose a different font to create emphasis within one “thought” or sentence.
- Varying the size of photos & graphics can lead the reader to the most important feature of your message and create visual interest.
- Use your own words rather than a “cut and paste” approach to your message.

Overall Appearance/ appealing

- All Text should be legible at a distance of 3 to 4 feet. Using at least 24-point type size for text or approximately 1/4 inch high when hand printing text will insure it can be read from the appropriate distance.
- Titles approximately 2 inches or larger should suffice.
- Pictures and graphics should be in focus and cropped.
- Break up longer text with bullets or indenting when possible.
- Use blank space to separate elements of your poster and to avoid a cluttered look.
- Make full use of the space, but do not cram a poster full of information as the result can often look messy. A visually clear presentation will have a balanced amount of blank “white” space.
- All diagrams, drawings and clip art need to be of high quality, grainy effects distract from your poster.
- No tape or glue should be showing, neatness counts!
- Attention to detail is important. Examples - Scissors cuts should be straight - matted pictures should be centered-hand written text should be as neat as possible.

Suitable Subject and Age Appropriate

- Photos or graphics should be tasteful and not horrific to the average viewer.

Conveys Message/ Accomplishes purpose

- Focus on a single message.
- Keep the sequence of the poster well ordered and obvious.
- Typically people read from left to right or top to bottom.

Meets exhibit requirements

- A 22” x 28” educational poster displayed horizontally with a stiff backing, and a clear protective covering.

Posters take time, allow at least 3 days of planning and layout work before affixing elements to your poster.