



NACD Poster Contest









WHAT MAKES A GOOD POSTER?

- A brief, catchy message; one theme that can be read in 10 seconds.
- Using the selected theme designated by your district, area, state or national contest.
- Colors to get and hold attention.
- White space that adds emphasis and attracts attention.
- Letters large enough to be easily read and words separated enough to make them quickly grasped.
- Principles of good design.

TIPS TO REMEMBER

- Don't use too many words
- Use a combination of illustrations and words
- Be as neat as you can
- Blend colors when using crayons or colored pencils
- Depending on design leave white space on the poster
- Make sure the poster is balanced
- Brainstorm ideas and make a list
- Decide on information to include on the poster
- Research the theme topic
- Sketch out your idea
- Mark guidelines for lettering (lightly)
- Clean up the poster so it is neat. Erase any guidelines that are showing.

Choose colors carefully. Note the following general guidelines:

-  **Black** tends to be more formal, neat, rich, strong
-  **Blue** is cool, melancholy
-  **Purple** is considered royal, rich
-  **Yellow** tends to be warm, light, or ripe
-  **Green** is fresh, young, or growing
-  **White** means clean, and neat
-  **Red** attracts the eye, is high energy
-  **Orange** attracts the eye

Don't try to include too many ideas or activities on your poster. A single message, clearly illustrated, is more effective