

# NACD POSTER CONTEST

2011

## 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 they eye

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

## **THINGS YOU SHOULD NOT DO**

- ⊗ Use staples, tacks or tape
- ⊗ Use fluorescent posters
- ⊗ Create a poster that is all words or a poster that is all pictures
- ⊗ Have your parent or others draw your poster for you to color in

## **STEPS TO FOLLOW WHEN MAKE A POSTER**

- Turn poster in on time for judging. (Each state has different rules and deadlines – be sure to find out from your local conservation district what their rules are – <http://www.nacdnet.org/about/districts/directory> to find your local district or state sponsoring organization/group)
- Attach poster entry form on the back and be sure it is signed by a parent or guardian.
- Entry must be contestant's original, hand done creation and may not be traced from photographs or other artists' published works.

## **ADDITIONAL RESOURCES**

A PowerPoint has been developed to promote the Poster contest using the current Stewardship theme. Visit the current year NACD Stewardship site to download the PowerPoint and find additional information. <Http://nacdnet.org/stewardship&education/>

The rules and information sheet also provide information on the topic.

NACD's annual Stewardship Educators' Guide is a collection of informational materials, activities and links to a wide variety of other information and materials on the theme. Stewardship Student booklets provide additional information.

You may also get some ideas by checking out past winning posters in the NACD National Contest or other poster contests!

## **QUESTIONS?**

Contact your local conservation district or state sponsor.

Additional information:

Susan Schultz, NACD, [stewardship@nacdnet.org](mailto:stewardship@nacdnet.org)