

POSTERS

1. TEXT

	Message	Size	Font Size
Heading	the very essence of what you want to say	very few words	readable from a few steps away (~ 36 pt)
Subheading	more detail, e.g. a telling quotation from the main body	a few words	readable after moving closer (~ 20 pt)
Main body	a few paragraphs in complete sentences on details	~ 250 words	more detail for the interested (~ 14 pt)
Annotations	information on the source (e.g. www...) and the author	~ 20 words	fine print (~10 pt)

2. IMAGES

Illustrations, such as photos, pictures, cartoons, sketches, mind maps and charts come with information in the caption.

Source: Where is it from, where was it published?
What is the web address?

Subject: What does it show?

Place: Where is it situated geographically?

Time: When was it painted, drawn, photographed?

Author/artist: Name, perhaps date of birth and/or death

3. MESSAGE

What do you want to say?

You want people to notice and understand **#** your message. This is what you use the illustration, the heading and your main body for.

Make it short and snappy

Condense your message into as few words as possible. Illustrations help. Use simple rhetorical devices to make phrases memorable.

Sources

State where you have found and taken information from. For quotations use “quotation marks” or ‘inverted commas’.

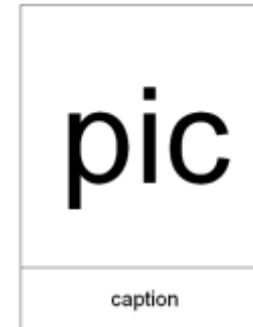
EXAMPLE

HEADING

Subheading, giving more detail

Write your main body in complete sentences or as a list with bullet points. You want people to like reading all of it.

- Write short sentences.
- Structure clearly.
- Use the biggest possible font overall and striking, colours but only few.
- Leave enough space on your poster.
- Add one or two pictures.
- Include a trailer, i.e. an eye-catching phrase.
- Sum up in one sentence in **bold print**.
- Use a spellchecker to avoid errors.



Your poster catches the eye. The first thing people notice is the illustration.

Then they will want to know more and will read the heading.

Ideally, they now stop and step closer to read the main body.

They will read all of it if it is easy to read and easy on the eye.

Image source: [www...](#) from [www...](#)

[your own name(s)]