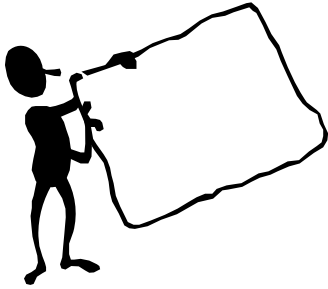


Lettering for Posters and Charts



Words on posters and charts should be easy to read. People find it easier to read words running from left to right across the page rather than from top to bottom on a page. Be consistent in style.

The use of UPPERCASE (capitals) should be limited to titles, headings, or where you want to make a point. Also, use uppercase letters for the start of each new item in a list. Any more than seven consecutive words with their letters all capitalized cause the audience to slow their reading and re-read. Titles may be all capitals.

Lettering should be bold enough to be easily read from a distance. Boldness is part line thickness, letter size, and letter style.

Demonstration posters and other visual aids including overhead transparencies and Power Point slides should have lettering at least 1 1/2 inches in height. In electronic presentations, the projected height of letters should be comparable in size to poster

lettering. Printed poster lettering should use 125 point text or larger.

Use fancy letters for headings where you want to make a point. The eye moves slowly through fancy letters.

The use of plain lowercase (small letters) makes charts easier to read. They should also be used for sub-items in a list and additional information. The eye moves quicker through them with a minimum delay in reading.

Use letters that are easy to read from the back of the room. Avoid using stencils unless you fill in blank parts. Leave at least an inch between lines of text and an inch between each word.

Use geometric shapes like bullet points to guide eye movement toward key points. The way to use geometric shapes is at the start of each line in a list of items or ideas instead of numbering items in a list.

Use capital letters, italics, and/or color to provide inflection. Use strong and forceful headlines.

Use the text of your poster board illustrations as an outline. Elaborate from the FEW words you put on your poster. Say more than you show.

RULES OF THREES:

Use three main ideas per chart when possible.

Keep your presentation understandable by limiting your presentation to three main ideas.

Speak in threes, and people remember more.

Check your visual before you use it.

1. **Visibility** Is it easy to see and read from where participants sit?
2. **Simple** Is the message easy to understand?
3. **Interest** Does it attract and hold attention or is it cluttered with too many words or pictures?
4. **Useful** Are the lettering, words, pictures, etc. suitable for the subject and audience?
5. **Structure** Are the ideas grouped in sequential order?
6. **Information** Is it factual and is the data current?

Color Combinations for Posters and Charts



Colors can create the desired mood or atmosphere for your message. Visual aids may do a good job when made in black and white, but color, when used well, will help them do a better job.

Use bright, intense colors for the smaller areas and possibly for the center of interest.

Limit colors to two or three in visual aids so color does not become too obvious to the

viewer. Use one dominant color and follow the rule: "the smaller the area, the brighter the color." Cool colors (green, blue, and gray) are best suited for backgrounds, while warm colors (red, yellow, orange) are best for emphasizing the message.

Complementary colors, red on green or yellow on violet, are hard to read. Consider legibility when selecting colors. Although various combinations may harmonize, they may not make your message easy to read. It is best to use dark colors on light backgrounds and light colors on dark backgrounds.

REMEMBER:

- You want to succeed.
- The audience wants you to succeed.
- The judges want you to succeed. They are not there to trick you, only to support your effort.

Color combinations listed in order of legibility:

- | | | |
|--------------------------------|--------------------|------------|
| 1. Black on yellow on green | 5. White on blue | 9. White |
| 2. Green on white on black | 6. Black on white | 10. White |
| 3. Red on white yellow | 7. Yellow on black | 11. Red on |
| 4. Blue on white on red | 8. White on red | 12. Green |

What color means in the background!

- | | | |
|-----------|---|---|
| gray | = | neutral, reporting - use for presentation with no emotional sway |
| blue | = | calm, conservative, loyal, reduces pulse and blood pressure use to present unfavorable information |
| green | = | analytical, precise, resistance to change use to encourage interaction, or want to be opinionated, |
| assertive | | |
| red | = | vitality, urge to achieve results, impulse, raises our spirits use when want to motivate |
| yellow | = | bright, cheerful, may be too much light |
| violet | = | mystic union, unimportant and unrealistic, irresponsible and immature, humor, charm, delight |
| brown | = | decreased sense of vitality, projects dullness |
| black | = | negation of emotions; surrender, power, to discourage argument |

Helper's Hints

1. Plan visual aids for the room in which you speak. If the room will be classroom size, think about what can easily be seen from the back of the room.
2. Distance makes visuals harder to read and neatness becomes even more important.
3. Select materials for posters that are easy to use. If poster board is thin, wind can make the board difficult to control. Try foam board or matte board for better results.
4. Keep work areas neat with as few items as possible. Remove items from the table when complete. Do not place any items in front of your work area.
5. Use elevated work surfaces or mirrors if your work area is flat or difficult to see from the audience.

