



Tips for Making a Visual Aid

Composition

- ♦ Feature a focal point.
- ♦ Vary the size of different elements.
- ♦ Balance the elements, avoiding empty spaces.
- ♦ Mix written and graphic elements.
- ♦ Play with the layout before using glue.

Credit

- ♦ Put your name on the front of your poster.
- ♦ Cite your sources for text and images in bibliographic form.

Boldness

- ♦ Contrast light and dark elements or backgrounds.
- ♦ Use repeating borders around text and graphics (centered or offset).
- ♦ Outline drawings in black.
- ♦ Use bright colors; markers work best for big, bold visuals.
- ♦ Be certain that titles and headings stand out; use large and legible lettering.
- ♦ Be sure that people in the back of the room can clearly see key elements.

Clarity and Neatness

- ♦ Give your poster a title.
- ♦ Communicate your information.
- ♦ Write on a straight plane.
- ♦ Measure all lines and cuts; then erase pencil marks.
- ♦ Avoid using any lined paper.
- ♦ Be sure that your fonts match, but vary styles and sizes of the same font.
- ♦ Do not write directly on the poster board.

Creativity

- ♦ Use your own artwork, if possible. You may keep it simple or trace.
- ♦ Look for good examples of effective visual art.
- ♦ Notice effective design and layout in other student work.
- ♦ Look for good examples in magazines, posters and books.
- ♦ Notice the kind of artwork that communicates information well.
- ♦ Give your poster your own special twist; have fun with it!