
Creating the Perfect Poster

ACTIVITY AT A GLANCE...

Objectives: Introduce the youth to poster making; Induce creativity amongst the group; Create publicity materials for group/activities; Practice presentation skills

Time: 30-45 minutes

Space: Table/floor space for poster creation.

Materials: Large paper for posters and markers; student worksheet.

Start by handing out the “Create the Perfect Poster” handout provided. Have the group take turns reading aloud the provided bullet points.

As a group, determine the WHO, WHAT, WHERE, WHEN and WHY that you want on your poster (at the end of this exercise you will have many posters, you may choose to use real events, so that they can be used. If no event is planned yet, allow the students to QUICKLY create a fictional event.) Record the event details on a large sheet of paper or a board in the front of the room.

Give each youth (or small group) a large piece of paper of their own. Give them 25 minutes to design a poster for the WHO, WHAT, WHERE, WHEN and WHY that they determined as a group. Have markers and art supplies available to ensure creativity.

Have each youth (or small group) spend one-minute presenting their poster to the whole group. Ask them to explain their decisions and what their visuals mean.

Modifications

If the posters were developed for a real event/purpose, spend the last 10 minutes brainstorming where the posters should be placed to ensure that your target audience is reached.

Tips for Creating the Perfect Poster

Get Their Attention!

- Use Bright, bold colors
- Add pictures or clip art if you can
- Big is good (but don't make it too big to actually be useful)
- Post in high-traffic areas at eye level

Have a Border

- Creative borders create the illusion of movement
- Borders can be made with lines or with open margins
- A poster should have margin of at least one inch on all sides

Consistent Lettering

- Select a lettering style that is easy to read
- Draw pencil guidelines for lettering before using markers
- Too many lettering styles will make a cluttered poster
- Don't use yellow for letters; it is hard to read. Maybe use it as an accent color instead.

Include Essential Information

- Answer the who, what, where, when, why
- Keep it simple and to the point
- Don't crowd too much information on the poster
- Keep as much white space as possible

Attention to Details

- Double-check your spelling, grammar, and all information
- If you use tape, don't let it show
- Take posters down immediately after the event



Write Our School Board
To Open the South Gate,
It Shouldn't Be So Hard
to Walk to School!

Join the CATAPULT Team's
Letter-Writing Campaign.

Target:
200 letters from teens!

Deadline: April 15

Call Jose Valdez at (123) 123-1234 for
more information or
for a sample letter.