How to Build a Poster

As you begin to build your project board, it helps to plan ahead. How can you make it unique? How can you make it visually appealing? Professional? Easy to read?

My suggestion for starting is to begin with a plan:

- Select your color scheme
- Design your content
- Allow for adaptation

But, in all ways, I challenge you to design a product that allows you to **be flexible** so that your project board can be easily adaptable to feedback and new data both.

I. <u>Select your color scheme</u>

It's amazing what you can consider when it comes to color. There are whole fields of research that study the impact of color on a person's response and what is communicated.

What will be your color scheme? Often you want to have two pr three dominant colors that you use throughout. You may consider colors that are relevant to your project (e.g. projects that deal with plants often use green; projects that deal with water often use blue;

> "Color schemes are an important part of interior design, fashion, makeup, art, landscaping, and advertising. Colors bring out emotion, evoke memories, and spark recognition in people. Inspiration for color schemes can be found almost everywhere you look."
>
> http://www.ehow.com/how_4849104_develop-color-schemes.html

projects that have a number of cell images or images from their results may use a color commonly seen in the resulting images).

You may recall from an art or interior design class you've taken some of the possible color combination options. This information has been taken from an online source, http://www.ehow.com/how_4832234_select-color-scheme.html.

Achromatic

To create an achromatic color scheme, use only neutral colors. Neutral colors are white, black, gray, and sometimes beige or brown.

Monochromatic

To create a monochromatic color scheme, use one color. The items used in a monochromatic scheme may be different shades, values, and intensities of the same color. They may also include neutral colors.

Analogous

To create an analogous color scheme, use 1 primary color and 2 tertiary colors adjacent to it on the color wheel (see image above). The primary colors are red, blue, or yellow. A secondary color is what is created when mixing 2 primary colors together. Secondary colors include green, purple, and orange. A tertiary color mixes a primary color and a secondary color.
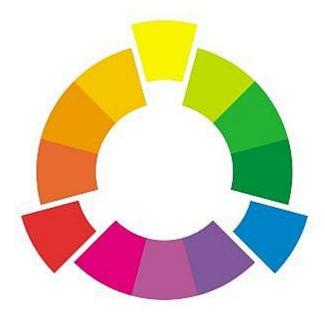
An example of this would be a color scheme consisting of yellow, yellow orange, and yellow green.

Complementary

To create a complementary color scheme, use 2 colors that are opposite each other on the color wheel (see image above). This would include red and green, yellow and purple, or blue and orange.

Double Complementary

To create a double complementary color scheme, use analogous colors (see step 3) that are opposite each other on the color wheel. This would include yellow, yellow orange, and yellow green as well as purple, red purple, and blue purple.

Split Complementary

To create a split complementary color scheme, use a color and the colors on either side of its complement (see color wheel photo above). An example of this would be blue, red orange, and yellow orange.

Triad

To create a triad color scheme, use 3 colors that are equally spaced apart on the color wheel. This would include using all of the primary colors or all of the secondary colors.
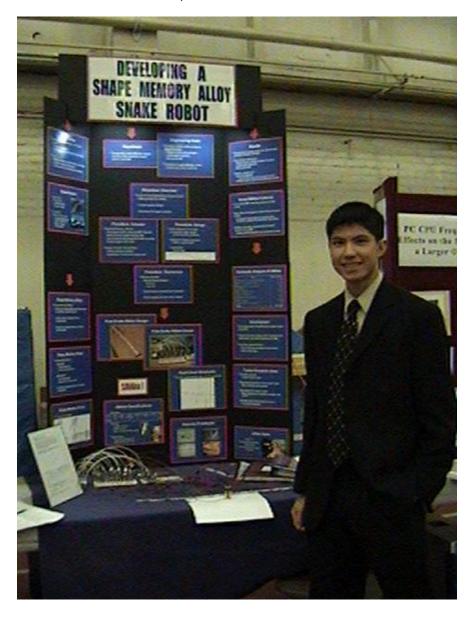
Tetrad

To create a tetrad color scheme, use 4 colors that are equally spaced apart on the color wheel. An example of this would be red, yellow orange, blue purple, and green.

II. <u>Design your content</u>

Next you will want to focus on your text and poster layout. It seems that there are four main options available to you for designing your text:

1. *Design your text using PowerPoint slides*

This means that you use PowerPoint for generating individual slides that you then print and place strategically on your board. One advantage of this is that the program has good default color schemes and font sizes. An example of what this could look like is:
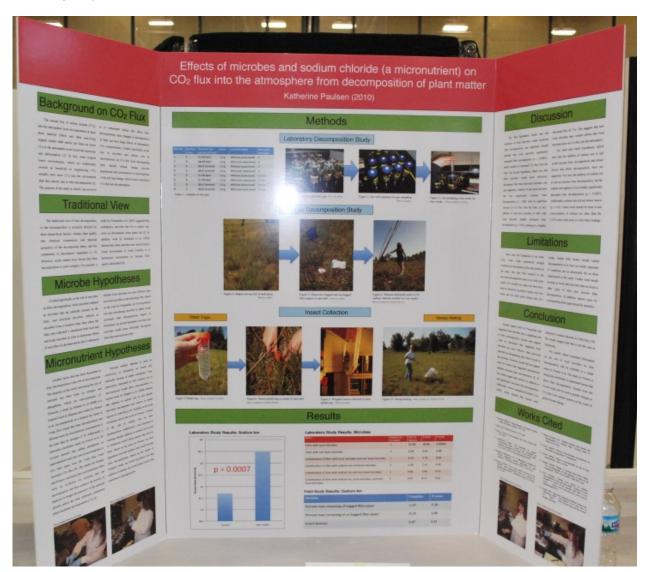
2. Create your text using Word

Designing your board using Word allows you a little more flexibility than PowerPoint by allowing you to make some sections longer and others shorter. However, you must pay special attention to font size and titles.

3. Create your entire poster using Power Point

This is a newer approach to creating a board. It is similar to posters that are used at professional conferences, except that these are tri-fold so they can stand your table in a free-standing way.

4. Use an alternate art or other software program

There are a number of software programs you can use to develop your project board. If you decide to try one and have success with it, please share information with the rest of the class so we, too, can learn.

III. <u>Allow for adaptation</u>

When you first build your first professional poster, it's your first shot at designing something that can effectively communicate about the work you've done this year. However, like all things, the more you use it and talk about it, the more likely you are to find things you want to change. That's where allowing for adaptation comes in.

Look at the examples shown above and in the examples included in this lesson. Decide what you think may work best for you, but remember to **be flexible**! Ask for feedback, look for opportunities to improve and then make changes to will improve your final product.