

Thurston County 4-H Educational Displays – Poster Hints and Tips!

Educational Display Posters explained:

Purpose: To grab viewers' attention and teach them something in less than one minute.

Size: Regular 22" x 28" poster board size works well; minimum size is 14" x 22" (half poster size)

Viewing Distance: Text should be easily read from 10 feet away

Content: ONE clear thought, grabs attention and teaches something quickly

Refer to the [4-H Educational Display Guidelines](https://extension.wsu.edu/thurston/fair-resources/) found on the Thurston County 4-H Fair Resource webpage for more details <https://extension.wsu.edu/thurston/fair-resources/>.

Please see the Thurston County Fair Exhibitor Guide, 4-H Division A - General section for complete educational display options and fair entry rules.

Sample Posters with Comments



This poster uses easy to read text. The font is simple and can be read from 10 feet. The 4-H member used one font and only 3 font sizes.

Putting the bold, black text on yellow paper helps the words stand out.

The 4-H member used complementary colors (blue violet posterboard and yellow background for the text).

The blue violet posterboard background helps to frame the photographs of the cavies.

Making a draft design before starting to write or glue on the posterboard is a good first step. The 4-H member planned out the design in advance before gluing to ensure the design was balanced and fit on the poster.



This poster has one subject, The English Lop. The subtitle "The Rabbit with Amazing Ears!" is included to grab attention.

The 4-H member used one, easy to read font. However, there is a lot of text. The viewer may not be able to read the information quickly.

This poster could be simplified by including only the bottom text highlighting the fact that English Lop ears are to be 21 inches long from tip to tip.

Adding color to this poster may help grab attention and help the photographs stand out. Perhaps choosing a colored posterboard could help the design. Framing the photographs with colored paper may also be a way to add color to this design.

Using Acronyms

Note: The 4-H member explained that the ARBA acronym stands for American Rabbit Breeders Association. When using abbreviations be sure to include what the letters stand for so the viewer can fully understand the information.

What other suggestions would you have for improving this poster?



This poster uses color effectively to grab attention. The word “warning” is made to stand out by using red lettering. Red is a color that is often used as a caution color – think stop signs and red traffic lights. The 4-H member is saying stop and pay attention with this poster design. Using red as an occasional color in the design helps to communicate that the topic, a deadly rabbit disease, is important and the poster should be read.

The acronym RHD stands out well with the red lettering. The RHD acronym is explained by including Rabbit Hemorrhagic Disease.

The handwriting is large, neat, and easy to read.

The message is short, and the illustrations help to support the text.

Using 4-H Project Related Terms and Jargon

Note: To improve this poster, the term “rabbitry” could be explained or replaced with rabbit barn or rabbit housing so the public can better understand the poster. Not everyone knows that a rabbitry is a place where domestic rabbits are kept and/or a rabbit-raising enterprise.

Handwritten and Hand Drawn Illustrations

Educational display poster judges appreciate posters that are handwritten, and hand drawn neatly. Consider outlining your illustrations with black permanent marker to help them stand out and define the outline of a drawing. Original artwork can also help a poster gain high marks in creativity and design. Write your text FIRST lightly in pencil and then trace in permanent marker to ensure writing is straight and spaced well before making the words permanent in marker.