

Suggestions for Poster Layout

<h1>Headline</h1> <p>(Use a slogan or message to inspire the image)</p> <h1>Image</h1> <p>If there is room, insert a 'Did you Know?' fact, or something people can do to make a difference.</p> <p>School name and grade</p> <p>Artist's 1st name & grade</p>
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Encourage your students sketch a plan for their poster first so that everything fits!

Design

- Should be able to read posters from 2 to 3 metres.
- Use bright colours (blue, green and yellow work better to attract the eye).
- Size: the bigger the better, especially if you want to post them outdoors for drivers to see.

Headlines

- Keep the statements clear and simple
- Try using a question to get the audience to think about the issue
- In your message ask people to make a difference
- Use a catchy slogan of six words or less.

Other headline ideas:

Use data from "Data Detective" observations if available or use the CO2 calculator for idling statistics in your community: <http://oee.nrcan.gc.ca/idling/home.cfm#>

Drawings/Illustrations:

- Make drawings large (get students to fill the space).
- Make sure students fill in the background. Don't allow white space in drawings
- The drawing should deliver the message on its own, without help from the headline