

Principles for creating a poster

(taken from the JNF website)

A poster is an important means of visual communication. It acts as a summary and representation of an idea. The poster isn't just "the summary of an idea hung on a wall", but rather an instrument of communication that allows for a direct discussion with the audience. A poster is made up of a verbal component and a visual component. A poster allows a person, who is interested, to read the content in less than ten minutes. It is possible to judge a poster according to the content and according to the presentation.

It must be attractive and intriguing.

A poster can be a source of information. There are posters whose presentation arouses discussion, there are posters that are of an advertising style – in general meant to give over a moral message, and there are posters for science conventions.

The point of a scientific poster is to present the main results of a study to an audience that visits conferences or scientific exhibitions. The posters that were prepared in anticipation of the eighth Biology Olympiad were the type of posters that are prepared for scientific conventions.

Features of a successful poster:

It can be read in a short amount of time

Gives over a message/idea clearly

The information is presented in a variety of visual ways

It can be read from a distance of 1-2 meters



Many posters aren't effective because:

The writing is too small to read

It isn't clear what the main goal/s and points are

The general organization is lacking

The visual aspect is poor

Guidelines for making a poster

The guidelines for making a poster and the criteria for assessing one are determined according to the nature of the poster and its purpose. It should be decided what important criteria are and to define them and their relative importance. The message of the poster must be conveyed entirely through the poster with no need for explanations.

In addition to the above criteria, a number of guiding principles should be taken into account: target population, placement and size of the board (classroom space, corridor, table).