



Designing a Service Learning Project Poster

A poster is a **visual** presentation. Limit the use of text; rely heavily on **graphics**. Your poster should tell a story in a **clear, orderly, and self-explanatory** fashion. Avoid clutter.

Guidelines

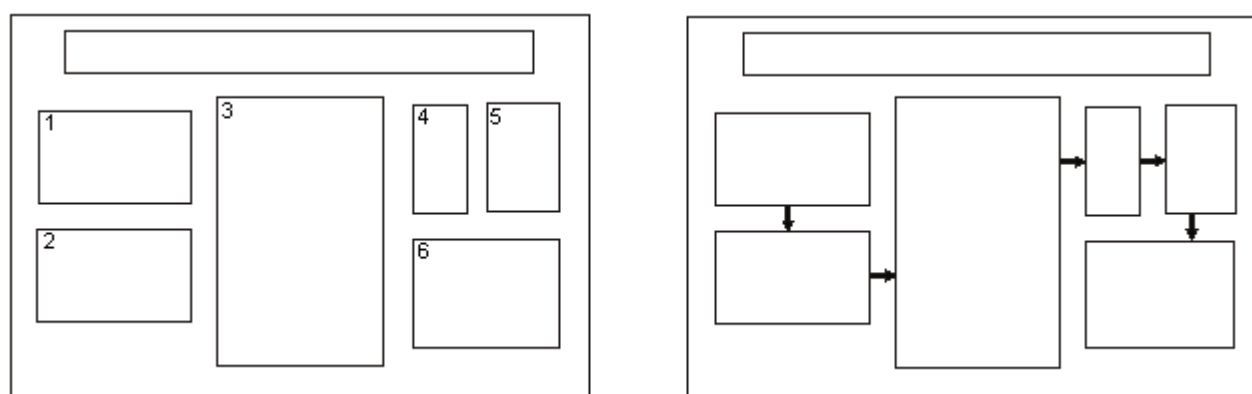
1. Your audience will include other Morningside students, Fellows, teachers, and visitors to the College.
2. Is there an **essential concept, idea, or point** that you would like to get across to the viewer? This should be the **focal point** of your poster. (You may consider including up to 3 points; e.g. Scholarship, Virtue, Service)
3. Your poster should fit a 2ft.wide x 2ft tall (60cm wide x 60cm tall) space. Matte poster board (any color) is preferable, but not required.
4. Material should be arranged into columns so that viewers can follow the sequence.
5. Leave some open space; an open layout is less tiring to the eye.
6. Text should be typed, not hand written. *[If you are familiar with PowerPoint, you may consider using this program to design your poster.]*
7. Font(s) should be simple and easy to read (e.g. Times New Roman, Arial). Text should be readable from 20 feet away.
8. Title should be in **BOLD CAPS** (→96pt.).
9. Poster author names should be listed beneath the title in **Bold Upper/Lowercase** (→72pt.)

Sample

THE CHANGING FACES OF CANTONESE OPERA

Snowy Bo, Autumn Chen, Cherry Du, Rain Fok, Twilight Ho, Apple Kuo, Daisy Lin, Rose Ma, Iris Ng, Hyacinth Pang, Sugar Wang, Twinkie Zhang

10. Use color to enhance comprehension, not to decorate.
11. Provide a brief introduction (3-5 sentences) in the upper left corner (#1 in figure below).
12. Provide your conclusions in the lower right corner (#6).
13. The images below are for reference only. Feel free to modify the structure of your poster to fit your project.



Questions to ask yourself before beginning:

- *Why did I embark on this service project?*
- *What was most meaningful about the experience?*
- *Will I continue to participate in similar service projects in future?*
- *What do I want others to know about the project?*
- *How can I/Should I encourage others to get involved?*

A poster that answers these questions is a successful poster.