HOW TO TRAIN YOUR STUDENTS IN MAKING A POSTER

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A poster is a visual depiction of an information. It takes a lot of talents to successfully convey an idea using meaningful arrangement of details coupled with right choices of colors. Nowadays, poster making contests are used by the Department of Education and other government and non-government organizations to foster among the youth sense of awareness on issues and artistry in expressing their stand on these issues.

Coaching and training students in preparation for poster making competitions requires a lot of hard work both on the part of the trainor and the student trainee. Clark & Paivio stated that posters are tools that facilitate visualization in the classroom to promote student learning. Cognitive science endorses visual display of information as valuable for student learning; in particular, dual coding theory explains the benefit of both verbal and non-verbal processes for key components of cognition. In my experience as a trainor for the past 15 years, I have formulated a working formula that increased the awareness of my students on the essentials of a good poster and thereby improved their performances in various competitions. I would like to share these tips to every trainor so that they may also bring out the best in their contestants every time they join a poster making contest. These tips are what your contestants should learn.

1. UNDERSTAND THE THEME

   • Poster making contests are usually held following a particular theme. You should be able to make your own interpretation of the theme and define your stand on important relevant issues.

2. USE SYMBOLISMS
To add up to the strength of your presentation of the theme, symbolisms are encouraged so as to deepen the approach in presenting your ideas. Ideas however should be well organized and should always be positive.

3. ARRANGE THE DETAILS CAREFULLY

Details should be arranged so that the important details are highlighted. Meaningful arrangement of details will strengthen the interpretation of the theme. More important details should be placed in front while the lesser important ones may be put at the sides or at the background. Be aware of the time limit that you are given, so do not create so many details that you cannot finish.

4. STRIVE FOR UNITY OF DETAILS

The details should depict the theme. No details should be detached from the general thought or idea that you want to impart or portray (No trash or unnecessary clutter). Unless necessary to use captions, avoid using texts, express everything visually.

5. CHOOSE HIGH QUALITY COLORING MATERIALS

The effort to portray a striking poster will be wasted if you use low quality coloring materials. Always ensure that you use vivid colors and test them before the contest. See to it that the medium can be used in various coloring techniques (blending, valuing, overlay, etching etc...)

6. COLOR THE DETAILS APPLYING THE VARIOUS PRINCIPLES OF CONTRAST AND HARMONY.

Place your details in such a way that the arrangement of colors will show good contrast. Avoid placing monochromatic colors side by side.
• In coloring your poster, see to it that all portions are filled up completely. Backgrounds should not be left bare unless the color of the background is the color of the paper you use. In filling up the background you can try different approaches so as to add value to your poster.

7. BE NEAT

• Neatness of work is necessary to impress the ones viewing your poster. Be careful in coloring the details. Avoid smudges along the edges of your details.

References: