

**Chesterfield Soil & Water  
Conservation District (CSWCD)  
Poster Contest**

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**WHAT MAKES A GOOD POSTER**

- ◆ Use a **brief, catchy message**; one theme that can be read in **10 seconds**.
- ◆ Use the **theme that Chesterfield SWCD** gives to you for the year that you are entering the poster contest. Put that theme on your poster. **No other** themes will be accepted.
- ◆ Use **Bold Colors** to get and hold attention.
- ◆ Leave at least a **little white space** that adds emphasis and attracts attention.
- ◆ Use **Letters large enough** to be easily read and words **separated** enough to make them quickly grasped.
- ◆ Use principles of **good design**.
- ◆

**TIPS TO REMEMBER**

- ◆ Don't use **too** many words
- ◆ Use a **combination** of illustrations and words
- ◆ Be as **neat** as you can, (i.e. erase pencil marks, don't bend or fold the poster, don't put things on the poster that aren't supposed to be on it.
- ◆ **Blend** colors when using crayons or colored pencils
- ◆ Depending on design **leave some white space** on the poster
- ◆ Make sure the poster is **balanced**
- ◆ **Brainstorm** ideas and make a list
- ◆ **Decide on information** to include on the poster (Ask your parents, teacher or call the Chesterfield SWCD for more information or go to their web site: [www.chesterfieldswcd.com](http://www.chesterfieldswcd.com) for help
- ◆ **Research** the theme topic
- ◆ **Sketch** out your idea on a different paper than what you are going to turn in. After you finish your sketch then do one just like it on the poster.
- ◆ **Mark guidelines** for lettering (**lightly**)
- ◆ **Clean up** the poster so it is **neat**. **Erase any** guidelines that are showing.

**Choose colors carefully. Note the following general guidelines:**

- ◆ **Black** tends to be more formal, neat, rich, strong
- ◆ **Blue** is cool, melancholy
- ◆ **Purple** is considered royal, rich
- ◆ **Yellow** tends to be warm, light, or ripe
- ◆ **Green** is fresh, young, or growing
- ◆ **White** means clean, and neat`
- ◆ **Red** attracts the eye, is high energy
- ◆ **Orange** attracts the eye

**Don't try to include too many ideas or activities on your poster. A single message, clearly illustrated, is more effective. Go to the NACD's web site and look at the previous years photos of the posters that won. This way you can get an idea of what the NACD judges are looking for.**

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## Chesterfield Soil & Water Conservation District (CSWCD) Poster Contest

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WHAT MAKES A GOOD POSTER continued...

### THINGS YOU SHOULD NOT DO

#### DON'T...

- ◆ Use **staples, tacks, or tape** (Except to tape your entry form on the back bottom corner of the poster)
- ◆ Use **fluorescent** posters
- ◆ Create a poster that is **all words** or a poster that is **all pictures**
- ◆ Have your parent or others **draw your poster** for you to color in.

### STEPS TO FOLLOW WHEN MAKING A POSTER

- ◆ Turn poster in on time for judging.
- ◆ Attach poster entry form on the **back bottom corner of the poster** with **tape** and be sure it is **signed by a parent or guardian**
- ◆ Entry must be contestant's original, hand done creation and may not be traced from photographs or other artists' published works.

### ADDITIONAL RESOURCES

NACD Web site--- <http://nacdnet.org/stewardship&education/>

The rules and information sheet also provide information on the topic. NACD's annual Stewardship Educators' Guide is a collection of informational materials, activities and links to a wide variety of other information and materials on the theme. Stewardship Student booklets provide additional information. You may also get some ideas by checking out past winning posters in the NACD National contest or other poster contests!

### MORE RESOURCES

- ◆ **Ag in the Classroom** - <http://www.agclassroom.org/>
- ◆ **4-H Virtual Farm** - <http://www.sites.ext.vt.edu/virtualfarm/>
- ◆ **National Ag Library** - <http://www.nal.usda.gov/>
- ◆ **Junior Master Gardeners** - <http://www.jmgkids.us/>
- ◆ **NACD** - <http://www.nacdnet.org/education/resources/>
- ◆ **SC NRCS** - <http://www.sc.nrcs.usda.gov/>

### QUESTIONS?

**Chesterfield Soil & Water Conservation District (SWCD)**

**106 Scotch Rd.**

**Chesterfield, SC 29709**

**Call 843-623-2187 ext. 3**

**Tuesday, Wednesday, or Thursdays 9-4 Ask for Sharon**

**or e-mail: [sharon.workman@sc.nacdnet.net](mailto:sharon.workman@sc.nacdnet.net)**

**Website:**

**[www.chesterfieldswcd.com](http://www.chesterfieldswcd.com)**

All programs of the Chesterfield SWCD are offered on a nondiscriminatory basis without regard to race, color, national origin, religion, sex, age, marital status or handicap.