

Introduction

Posters are key a component for communicating what U3A does, and about your class.

The poster should introduce your class, show a snap-shot and allow a volunteer at a show or event to highlight your class to strangers in ten seconds before they move onto something else.

Poster Specifications

All posters are to be of an A3 size (420mm high by 297mm wide) with a 10mm margin all round. The title should include the word "U3A" and be in a large San-serif font such as Arial. Try to fit the title to a single line at the top.

It should have a footer with the following information in a small 10 point font: Class name, Version Number and Date. This will enable us to manage all the posters in the chaotic show environment and allow us to quickly use the latest poster.

Add your succinct text and photographs and leave enough white space to balance the other elements and aid navigating around the poster.

Generate a PDF file of your poster and email it to posters@gm-u3a.com.au. Remember to select "Convert photos to 300dpi" when generating the PDF file. We need the PDF file to be less than 2 MB in size, so check the size of the poster file before emailing it.

U3A will print the PDF file using a 300 DPI colour laser printer on white 80gsm paper, and will matt laminate the printout.

It will be attached to the display board using four squares of Velcro supplied by U3A.

Suggestions

Here are 10 simple suggestions for your poster to maximizing the return on the time-consuming process of preparing and presenting an effective poster.

1 Define the Purpose

If you don't know why you are making this poster then the audience will be equally confused.

2 Sell Your Class In Ten Seconds

At a show or event there is lots to see and do. You have ten seconds to make your case.

3 The Title Is Important

Big letters, easy to see but so easy to skip the rest of the poster.

Above all, the title should be short and comprehensible to a broad audience. The title is your equivalent of a newspaper headline—short, sharp, and compelling.

4 A Poster Displayed Means Nothing

We want to display information on all our classes but you will be competing for a stranger's attention with other posters and exhibitors. A lacklustre poster is a waste of time for everybody.

Make a poster, get some feedback, make it better, repeat until it is excellent.

5 Rules For Good Writing Apply to Posters

Identify your audience and provide the appropriate scope and depth of content.

6 Good Posters Have Unique Features

Something different will stand out. Quirky can be good or a disaster. Humorous can be very difficult and should be avoided

7 Layout and Format Are Critical

The use of white space is important.

Guide the passers-by eyes from one succinct frame to another in a logical fashion from beginning to end.

Unlike literature, which is linear by virtue of one page following another, the reader of a poster is free to wander over the sections as if they are tacked to the poster board in a random order.

Guide the reader with arrows, numbering, or whatever else makes sense in getting them to move from one section in a logical step to another section.

Try to do this guiding in an unusual and eye-catching way. Look for appropriate layouts in the posters of others and adopt some of their approaches.

Finally, never use less than a size 24 point font, and make sure the main points can be read at eye level.

8 Content Is Important, But Keep It Concise

Everything on the poster should help convey the message in ten seconds. Use short text, photographs, drawings, pictorial information, lines, arrows, anything that assists the viewer.

White space is good to group or highlight material without adding clutter.

9 Posters Can Have Your Personality

A poster is a different medium from a paper, which is conventionally dry and impersonal. Think of your poster as an extension of your personality. Use it to draw the passer-by to take a closer look or to want to talk to you. The poster can be a means to open a conversation with someone on the stand.

10 The Impact Of The Poster Is Continuous

You may only be at the show for a short shift helping out, but your poster is on display for the whole show. Other people will spend more time than you, talking to your poster with strangers. Help them by keeping them in mind as you put together your poster.