

# From Essay to Poster:

Simple tips for transforming your paper into a visual masterpiece.



When creating a poster for your Celebration of Student Writing showcase, you'll want to make sure your poster has four crucial pieces of information. They are:

## Title

- ❑ The title should be attention grabbing. Viewers will make an instant decision on whether to view your poster based around the title.
- ❑ Pose a question that you intend to answer.
- ❑ Choose a surprising fact you discovered.
- ❑ Use a brief line from your essay that defines your project.
- ❑ Make a striking claim.

## Introduction

- ❑ Tell the viewer why they should care about the topic you've chosen to share.
- ❑ Explain your topic, offer facts, or create a call-to-action in this section.
- ❑ Provide viewers with a brief history on your topic.
- ❑ Don't assume they know what your topic is.

## Data/Info

- ❑ Keep it simple and concise. Don't overwhelm your viewer with too much information.
- ❑ Consider your audience when you decide what language to use. If you use acronyms, explain what they mean.
- ❑ Answer the who, what, when, where, why, and how of your project.

## Visuals

- ❑ Use images with a good resolution. Consider that the poster will be enlarged, and small images will turn blurry and pixelated.
- ❑ Source photos wisely. Know the basics to copyright, and only use photos granted for public use by the owner.
- ❑ Flickr's Creative Commons is the easiest way to honor copyright while also having a wide selection to choose from.

## Tips & Tricks

Make use of PowerPoint's Smart Art, Graphs, and Shapes to display information in a well-organized and visually pleasing way.

Keep your information to a minimum. As the expert to your information, you are there to answer additional questions. Your poster should be an overview.

Dedicate a fair amount of time to perfecting your poster. Individuals from all over are invited to the Celebration of Student Writing to see your work. Give them something to remember!