

Guidance for your Project Poster

A poster is your chance to tell your project's story at a glance. Someone should understand what you did and why it matters in under one minute. Remember to highlight information you use in your pitch – the information in your pitch can be on your poster.

1. Start with the Big Idea

Ask yourselves:

- What problem were you trying to solve?
- What did you do about it?
- Why should people care?

If you can't explain it simply, work on that first—your poster will be much easier to make.

2. Use a Clear Structure

Organize the poster so people know where to look.

Recommended sections:

- **Title** – Big, bold, and catchy
- **Who We Are** – Name of your group and members
- **The Problem** – What issue did you notice?
- **Our Project** – What you did to address it
- **What We Learned / Results** – What changed? What did you discover?
- **Impact** – Who did this help?
- **What's Next** – Future plans or hopes

Not every poster needs every section—choose what fits your project.

3. Keep Text Short and Powerful

- Use **bullet points**, not long paragraphs
- Aim for **1–2 short sentences per section**
- Use simple language—clear beats fancy

A good rule: if it takes more than 10 seconds to read one section, it is too long.

4. Let Visuals Do the Work

Pictures grab attention faster than words, but it is important that you have permission for any images you use.

- Photos of your project in action
- Drawings, icons, or diagrams
- Charts or numbers (if helpful)

Make sure every image supports your message, they are not just decoration.

5. Make It Easy to Read

- Title: very large font
- Headings: large and bold

- Body text: readable from 1 m away
- Use **2–3 colours max** so it doesn't feel busy
- High contrast (dark text on light background works best)

6. Show Your Voice

This is *your* project—let your personality show.

- Add a short quote from a group member
- Share a challenge you overcame
- Highlight something you're proud of

Authenticity matters more than perfection.

7. Check Before You Finish

Before printing or presenting, ask:

- Can someone understand this without us explaining it?
- Is the main message clear?
- Are there spelling or grammar mistakes?
- Does it look balanced, not crowded?

Have someone from outside your group review it to double check.

8. Remember the Goal

Your poster should:

- Inform
- Inspire
- Start conversations

If people stop, read, and ask questions—you nailed it 🙌

Send your finished posters to us by **21st May 2026** to allow time for printing.