



# Art Tips

*Attached is some resourceful information that should help you in creating visual aides for your workshop....*

*Remember, most people are visual learners, so be sure to have a lot of visuals or exciting handouts in your workshop!*

*Karen Crawford  
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# Visual Aids for Teaching



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# VISUALS



## I. FACTORS TO KEEP IN MIND...

### A. The method depends upon:

1. purpose
2. ability of the leader
3. ability of the learner
4. size of the group
5. placement of the visual
6. available time
7. materials available
8. money

B. No method is of itself either effective or ineffective.

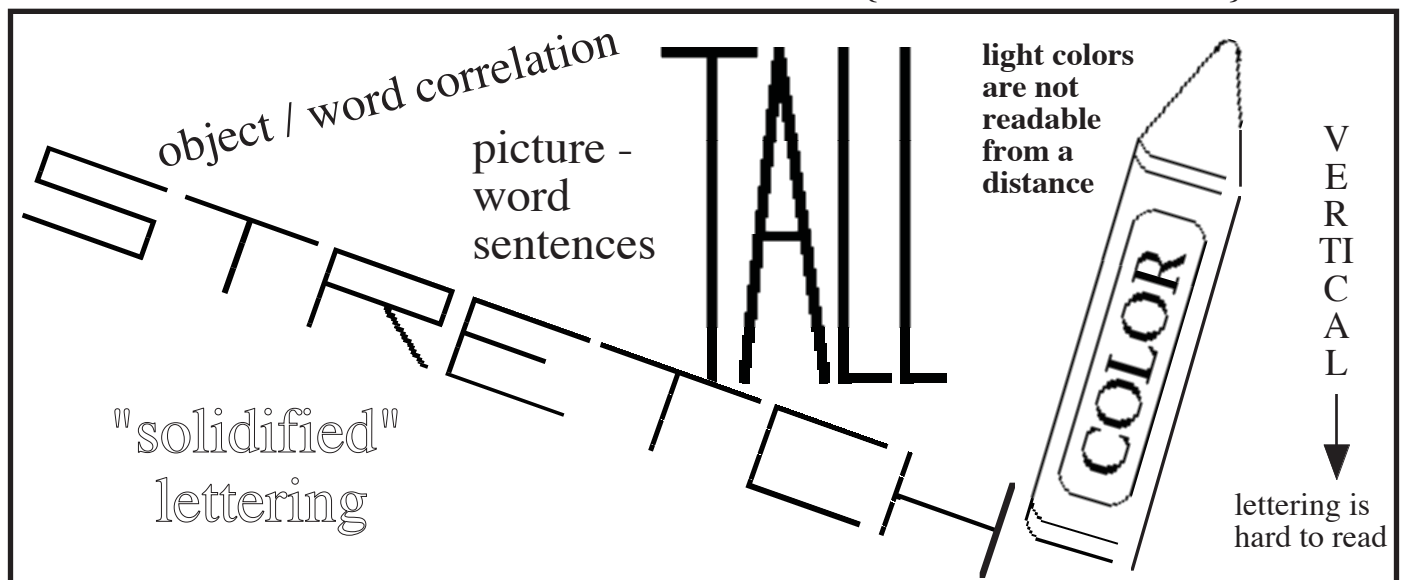
### C. Learning aids have many values:

1. attract attention
2. hold attention
3. help time a lesson
4. increase retention
5. speed up learning
6. create anticipation



## II. YOUR IMAGINATION IS THE ONLY LIMIT ..

...A FEW CREATIVE LETTERING TIPS...{refer to "Poster Basics"}



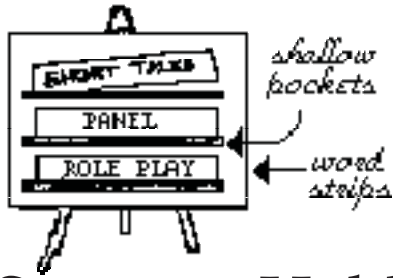
*If it's worth  
doing...*



*it's worth  
doing well!*

# KINDS OF CHARTS

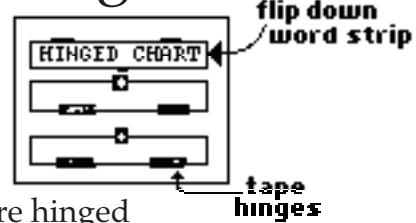
Modifications: Strip with tape on back...or change the shape



Sentence Holder

Word strips rest in shallow pocket.

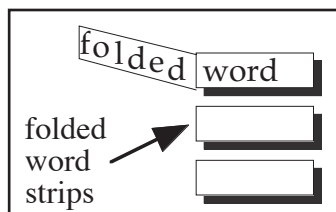
## Hinged Chart



Word strips are hinged so they may be flipped down.

Word strips are folded in the center, then opened.

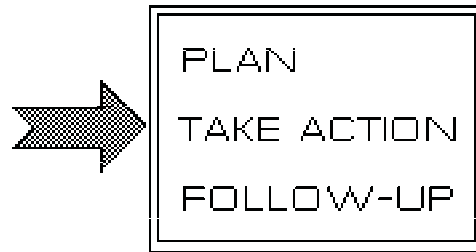
\*A paper clip will hold it open.



Folded Word Strip Chart

## Embellished Chart

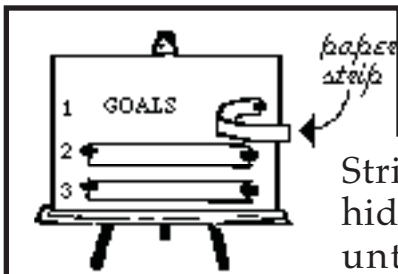
Movable arrow is used to point out words.



In addition...

you could use:

- progressive disclosure
- hidden charts
- puzzle charts

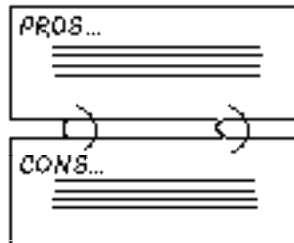


Strip Chart

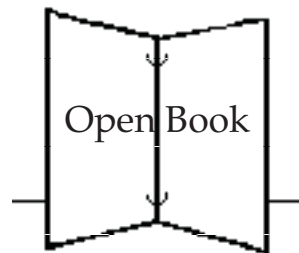
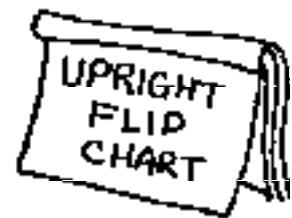
Strips of paper hide the points until time to show them.

## Inverted Flip Chart

A chart held at the top so that surface area is doubled when open.



## Flip Charts



# POSTER BASICS

A border is a must! It frames the work and keeps the eye on the poster...Try to use creative shapes - stay away from rectangles.

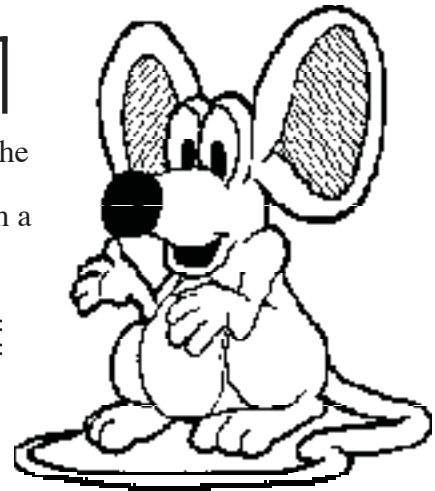
**GUIDELINES FOR LETTERING...** This means on the top AND bottom of the letters. Draw the guidelines lightly with a pencil and erase them later!

Use three or four

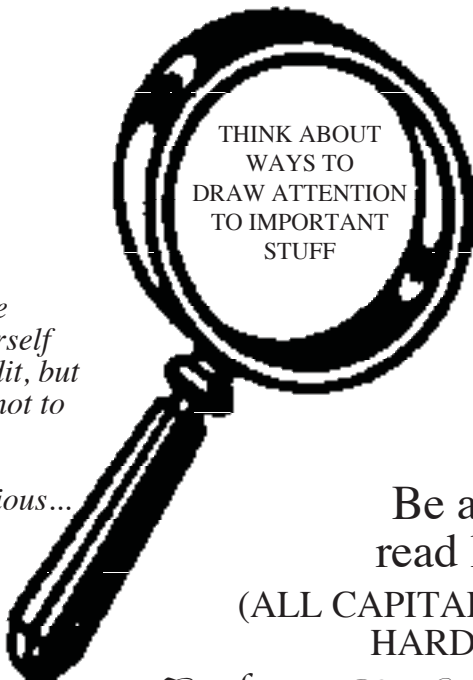
guidelines for lettering with "small" letters

Do you have a lot of text to include on your work? Try typing it on the computer or type writer then pasting it on. If you don't have access to these, PRINT it neatly on a lined index card, then glue it on. Be sure to follow the directions for gluing. Also, you may wish to "box it in" like this paragraph....it also "hides" the visible line where you pasted !!

When you need to draw or trace a straight line, use a ruler or yardstick!



Include pictures or drawing when possible...it helps attention and may even clarify (such as a map). If you are nervous about drawing, trace or cut it out and paste it on. **In attaching pictures, do not use tape or a "glob" of glue.** On scrap paper, turn your picture over. Put a thin bead of glue around the outline then smooth it out with your finger. Place it carefully on your poster, then using a "clean" sheet of scrap paper on top of the picture, rub all of the edges down.



Give yourself credit, but try not to be real obvious...

Plan ahead by designing a "rough sketch"... this will save a lot of headaches !

This arrow is called a "directional device". It helps to draw your attention to a particular area...

Be aware of hard to read lettering...

(ALL CAPITAL LETTERS CAN BE HARD TO READ!)

*Too fancy, R.E.A.L.F.A.N.C.Y OR just too small*

Don't "cram" too much information on one poster...allow for adequate space...you may need to make a double poster.

Avoid "Hard To See" Colors For Any Lettering !!  
(yellow, orange and some reds are hard to see)

# Large Posters...

Don't use squares and rectangles... a different shape will help to attract attention...

Get the  
Message  
At A Glance !!

Mount  
another  
color and  
another  
shape  
behind to  
help attract  
attention !!!

- Keep it Simple (don't overcrowd)
- Have one Area of Emphasis
- Bold and Easy to Read Lettering
- Use Some Variety
- Easy to See Colors (don't use yellow for lettering)
- Attract Attention
- Good Craftsmanship
- Essential Information

# Publicity Posters

*...You will need a selling point...*

- Create a memory
- Try an element of surprise
- hold the viewer's attention
- Urge action from the viewers
- slogan



**GUIDELINES ARE USED**

**TO KEEP LETTERS AND WORDS**

**EVEN AND CONTROLLED**

BLOCK

CRAZY

Script

Bubble

...draw the guidelines LIGHTLY so they erase easily !!!



Remember... who what where when why

You do not need to be an artistic genius to create a successful poster...following just a few of these tips will help you be a publicity poster expert !!

**CHANGE COLORS**

...use an arrow (or other pointing devise..

UNDERLINE

...put a border around it

CHANGE THE STYLE

**BOLDER...**

**LARGER...**

...make the word...

- \* Have your posters approved
- \* Put up your posters several weeks in advance for maximum publicity
- \* Hang your posters in central, populated areas...just above eye level
- \* Use posters with other forms of publicity
- \* Be responsible and take down your posters after the event

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Computers...

Computer "SIGN" or POSTER

Mount the computer sign on several different shapes and colors of paper...

Be sure that the computer lettering is large and easy to read.

# Helpful Hints...

## Presentations involving Art

1. **PLAN** on scrap paper.
2. **BORDER** - draw a border
3. **GUIDELINES** - lightly in pencil.
4. **LIGHTLY** pencil-in the design.
5. **STENCIL** or lightly draw the art work.
6. **TRACE** over the pencil with pen, marker, etc.
7. **WAIT** 5 minutes for ink (or marker) to dry, then **ERASE** pencil lines.
8. Add **COLOR** as desired. (Use easy to see colors for lettering!)

PS...Can you use a computer for lettering and/or some art? This use of technology saves a lot of time !!!



# Helpful Hints...

## Lettering Guidelines



ALL CAPITAL LETTERS

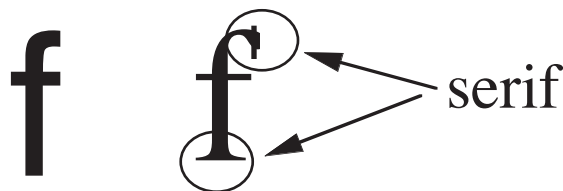
NEED 2 GUIDELINES

(but capital letters tend to be more  
difficult to read)

Capital and Small letters  
need at least 3 guidelines

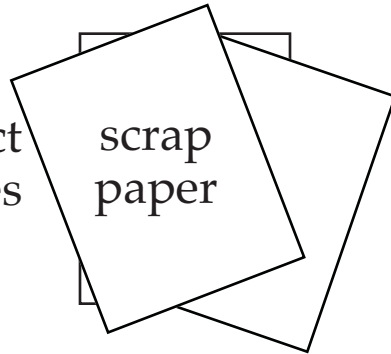
(and are easier to read)

PS...If you use a computer for  
lettering, use a font with a  
serif..serifed fonts are easier to read !!!



# Helpful Hints... Gluing

1 collect supplies

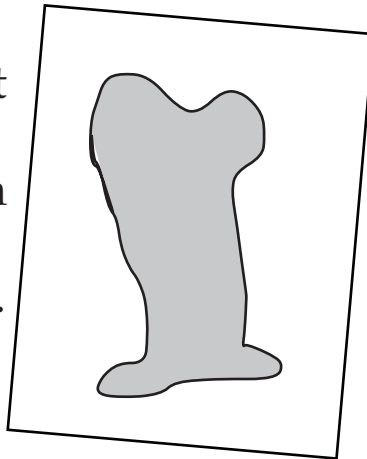


or



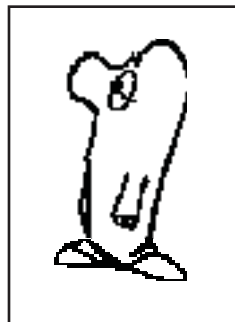
art work

2 turn art work over on scrap paper...

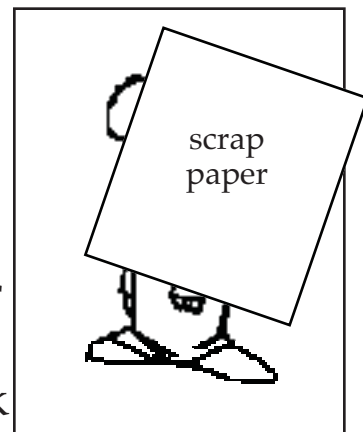


3 ...glue all around the outer edge, "spilling over" on the scrap paper. Carefully lift it off of the scrap paper and...

4 carefully position the art work on the final paper...

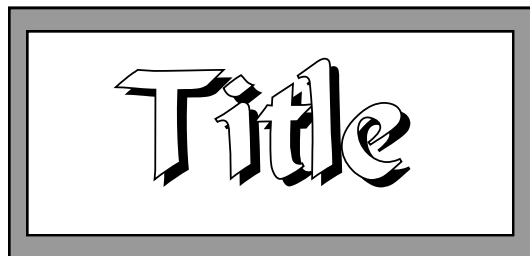


5 ...lay a "clean" piece of scrap paper on top of the art work and rub the edges.



# Computer Help:

## Titles, Labels, Art

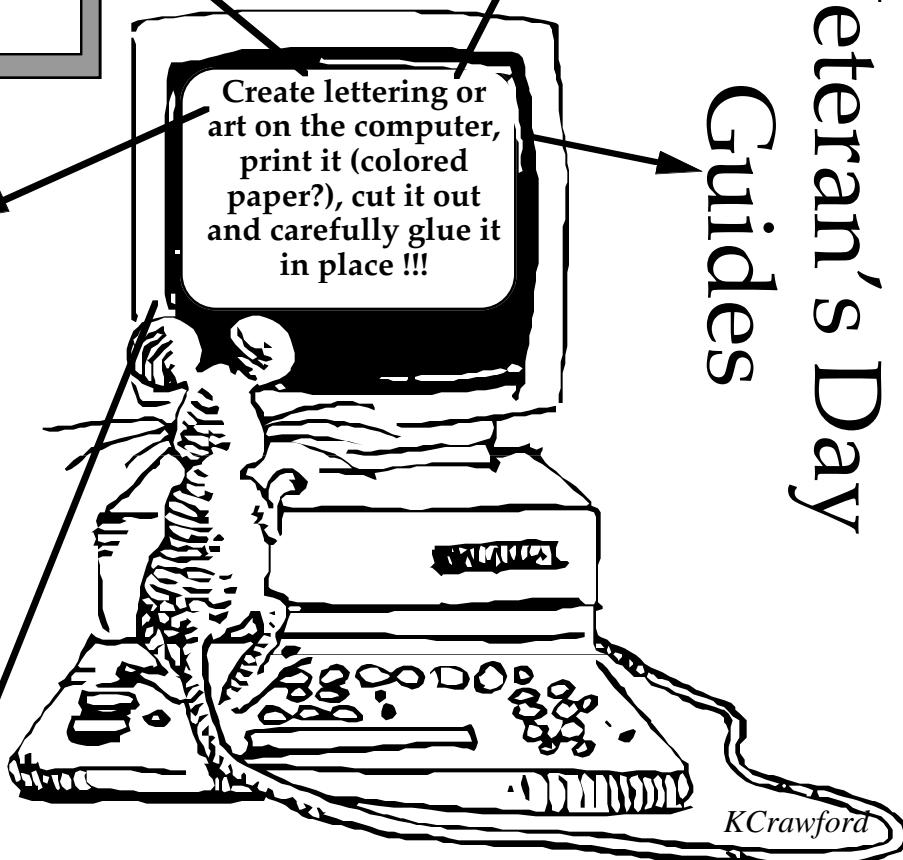


Please remember that all tickets must be bought before 3:00 PM on Friday evening. No tickets will be sold at the door!

(When you have a lot of text, type it on the computer and glue it on...be sure to use a readable font !!!)

Create lettering or art on the computer, print it (colored paper?), cut it out and carefully glue it in place !!!

Veteran's Day  
Guides



symbols for  
our SGA

Cut out  
carefully...  
Glue on  
properly !



## Computer Presentations...



The Computer and Your Presentation - It's a beautiful thing!

White lettering on a dark background is harder on your eyes.

Small areas for emphasis are okay.

### TRANSITIONS

- slide transitions
- text animations

Never try to put too much on one slide. There is no reason to put all of the words on a slide. You don't want your audience just reading the slide when you are talking. The information on the slide should be to reinforce a point you are making. So, try just using a phrase or a "buzz word" as you speak your point. It is absolutely ridiculous to have a lot of writing on one slide. If you need to, just add more slides. It's not like it costs you extra money to add another slide. That way you will use the slide show to enhance what you are saying instead of using the slide to teach. If you use the slide to teach, then just hand out a paper and let them read it. It is hard to read and listen to someone talking at the same time. Most folks just comprehend the information from one or the other. So, just remember, don't put a lot of writing on one slide and be sure to use phrases or "buzz words" to emphasize the points you are making. I think you get the point. Are you finished reading yet? REMEMBER what you read here – it is important.

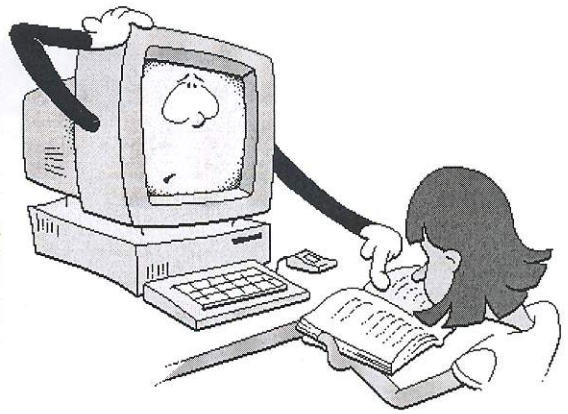
### "WHITE SPACE"

- easier on the eyes
- text/objects aren't crowded



Remember that it is easy to add art work for emphasis

# More Hints for your Computer Presentations



...HOWEVER

Be aware that *FANCY LETTERS*  
are still very hard to read !!!

...so, keep it large, bold  
and simple!



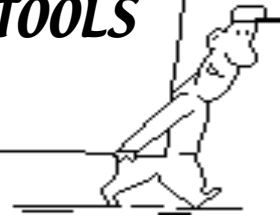
...and  
remember that  
it is easy to  
add art work &  
color !!!

PS: A serifed font is easier to read (refer to  
the handout on lettering guidelines)

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# HANDOUTS

## VALUABLE TEACHING TOOLS



### TIPS

Break your text into column form. Studies show it is easier to read and helps with retention (notice all newspapers and magazines are written in column form.)

Keep it short -- the greater the density of the paragraph, the less retention. There is nothing wrong with a two sentence paragraph.

Remember to phrase your wording to the target population, not above or below them.

Refer to your handout. Don't just say, "Look it over later." A good technique is to leave several blanks to be filled in during class.

Large type (with a serif) is much easier to read than smaller type.

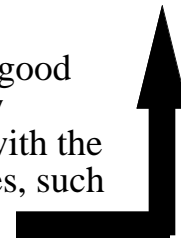


### ADD ILLUSTRATION !!!

Most people are visual learners. (Almost anything is legal to copy if it is for educational purposes.)

No more than **8** points or concepts should be stressed.

Highlighting is a good technique to draw attention (along with the directional devices, such as this arrow).



Try changing your type, try changing your type, try changing your type, TRY CHANGING YOUR TYPE, try changing your type, try changing your type, try changing your type, try changing your type, try changing your type.....

However, as a rule, use no more than 3 lettering styles (fonts) on one page !

**BOX IN ANY INFORMATION THAT YOU FEEL IS REALLY IMPORTANT...or use a balloon, cloud, etc.**

balloon

balloon

Resource: Wong, Harry K. "Summary of Major Concepts covered by Harry K. Wong", lecture presented to MCPS, 1983.

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# Bulletin Board & Poster Basics

It is essential to remember that one need not be an artistic genius to prepare successful bulletin boards and posters. Aside from personal preferences, the alert display worker will find innumerable suggestions while viewing store windows, bus advertisements, magazines and newspapers, television commercials, travel posters, book and pamphlet covers. One idea leads to another and anything is fair game if it can be adapted to constructive educational purposes.

Here are some general tips on producing lively, well-organized, well-designed classroom bulletin boards or posters.

- \* Use poster board with body to avoid warping (if it will be a poster that will be saved and used again). Choose a durable color if using tinted board (blue and purple are particularly venerable to fading in sunlight).

- \* Consider the overall meaning and narrow thoughts down, putting all ideas in their simplest form. (See samples on following pages.)

- \* Make a rough pencil sketch indicating wording and placement of caption and design (refer to elements and principles on the following pages).

- \* Decide on the subject - choose a catchy caption that is brief, easy to read, appealing, thought-provoking and will convey at a glance the subject and purpose. (Imaginative use of words, shock, question, current advertising slogans or humorous television titles can be paraphrased.)

- \* Cover the bare bulletin board with paper, burlap, felt, etc.

- \* **AVOID CLUTTER** - "Design is an orderly plan of arrangement". Design should guide the eye from one element to another, with stopping places for emphasis, to a logical climax.

- \* Grouping of words and illustrations should allow quick and clear comprehension - message and meaning should be apparent immediately.

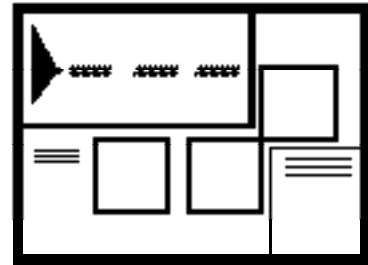
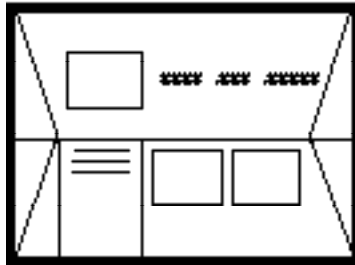
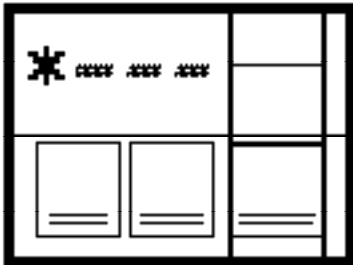
- \* Lettering must be planned as part of the design, not an after-thought. Caption letters should be large and easy to read at a distance. The lettering (done by stencils or in hand lettering) should be related in scale and character to the spirit of the message. Posters and bulletin boards should be visible across a room or a hall. To assure that cut-out caption letters are straight, pin or tape a straight edge temporarily and use a guide for spacing. A good value contrast also makes lettering easier to read.

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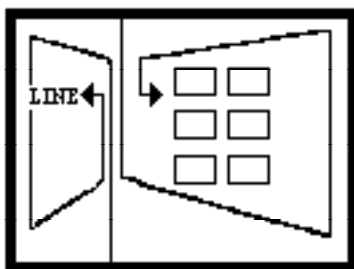
# Elements And Principles To Guide You

## SKETCH A PLAN:

Several quick sketches of the layout including background material, illustrations and lettering will save time.

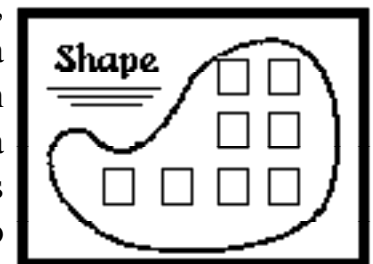


**LINE:** ...pulls the eye to specific areas; it suggests action, direction, and movement; it holds posters/bulletin boards together.



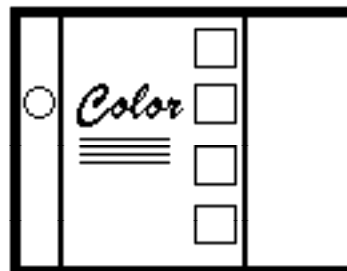
## SHAPE:

Emphasis on large, bold, interesting shape; serves as a background for illustration and lettering; repeating a similar shape creates harmony; beware of too many strange shapes.



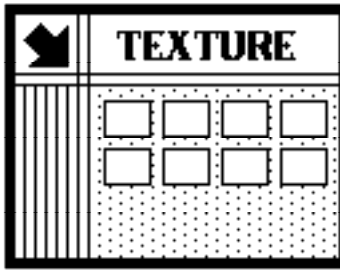
## COLOR:

...commands attention; no color works alone, it changes when placed next to other colors; some colors are traditionally symbolic, but try to invent new color schemes.....



...light and dark color values carry to every seat in the room; patterns of color lead the eye from area to area creating movement; intense colors have visual impact.

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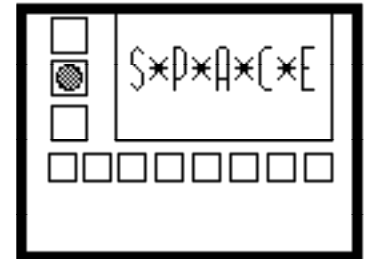


## TEXTURE:

...visual shock by contrast of surfaces attracts attention; texture holds interest because the feel of things gives us pleasure; texture makes a good background (such as burlap or corrugated cardboard).

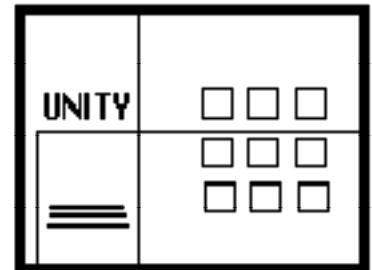
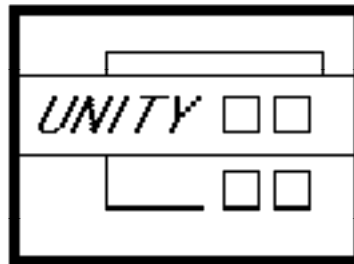
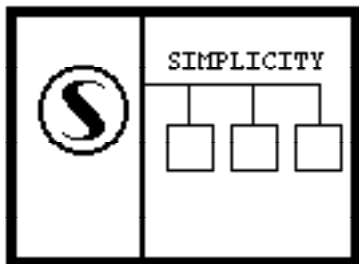
## SPACE:

Background areas must receive careful attention and must, in themselves, constitute good shapes; all material shows to best advantage if surrounded by ample empty space; space is created by advancing and receding colors and by lights and darks.

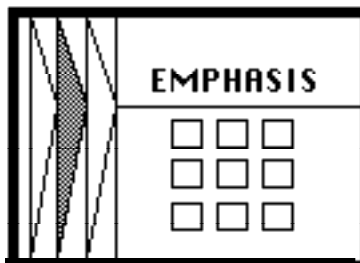


## SIMPLICITY:

Simplify shapes, lines, spaces and colors in order to present a readable display; "When in doubt, leave it out"; only a few selected colors should be used; do not decorate without reason; place informational captions in limited areas or units inside the area, not at the edges.

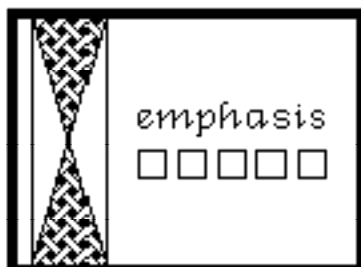


**UNITY:** A dominance of similar shapes, lines and space will help to maintain unity; emphasize a basic line direction throughout the design.



## EMPHASIS:

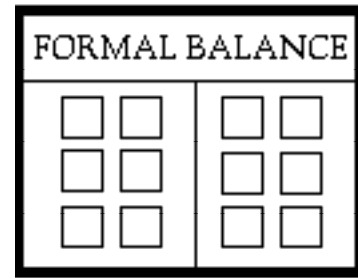
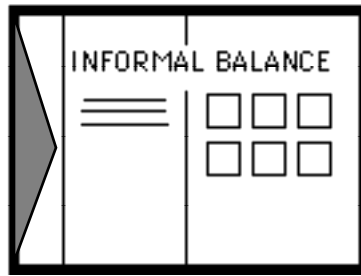
To focus attention on any important item, set is apart with isolating space, value contrast, color contrast, texture contrast...point out or encircle an important areas with a directional devise such as an arrow, line or string; project the illustration into space with a three-dimensional device like a box on which the material is mounted.



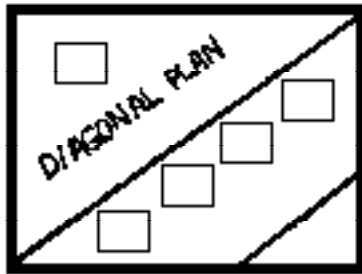
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## BALANCE:

Informal balance creates more interest than does formal balance...



## BALANCE:



Formal balance represents an equal distribution of visual weights which invites quick and final inspection and stresses dignity in the design; the diagonal plan should be avoided because it creates two awkward areas on either side of the diagonal axis and urges the eye to move quickly out of the display.

## Evaluate The Poster And Bulletin Board

- \* Does it attract attention? How?
- \* Have you applied the principle of simplicity, unity, balance and emphasis?
- \* Is the message clear and communicative?
- \* Do the illustrations, lettering and background harmonize?
- \* Does it pass the test of good taste and attractiveness?
- \* How can it be improved?

### RESOURCES:

Randall and Haines, Bulletin boards and Display  
Coplan Poster Ideas and Bulletin Board Techniques for Libraries and Schools  
Coplan and Rosenthal Guide to Better Bulletin Boards.

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**Take pride in all of  
your work...it is a  
reflection of yourself !!!**



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