

Banner Basics

The Best Banner

Must Be Focused

The banner, poster or educational display must have a center of focus from which the reader's eye can move. Focus is created through the use of visual contrasts (large/small, dark/light, round/square, etc.)

We read from left to right and top to bottom. The design should allow our eye to do this or have a very strong reason and design for our eye to do otherwise.

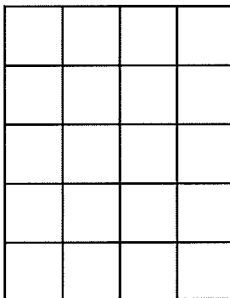
Artwork Must Be Attractive

An illustration of any kind sends a powerful message; therefore, the right graphic tremendously enhances the exhibit. Unfortunately, the wrong graphic can severely detract from the effectiveness of the message the 4-H members want to convey through their banner, display or poster.

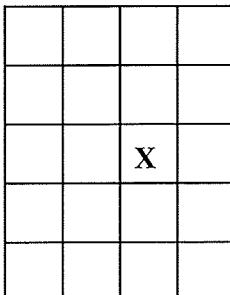
Craftsmanship Says Quality

Craftsmanship is attention to detail: uniform spacing, alignment of objects, clean cuts on letters and illustration pieces.

Where to Look: Identical Squares have equal value; the reader can't tell what's important or where to look.



Focus: A visual contrast will put the readers eye exactly where you want it.



Top to Bottom: When two objects carry the same “weight”, the eye automatically goes to the top one.

X			
X			

Left to Right; Top to Bottom: Equal weight to multiple objects causes the eye to be confused. It will then go from left to right and top to bottom.

X			X
X			X

Overload: Many object of the same weight cause the eye to not focus on anything. The message is then missed altogether. A common mistake for young members who fill the need to have many graphics.

	X		X
X		X	
	X	X	
X		X	X

Prioritize: By changing the contrast, the eye is guided through the message. IT can be guided by contrasts in color, size, texture and placement.

X	X		
	X	X	X
	x	x	x
	x	x	x

Three Types of Banner Designs

Typographical – Uses Type Only

Graphic or Symbol – Uses Symbols Only

Combination – Combination of type and symbols (usually the most effective)

Four Design Elements in a combined design:

Color:

Color can be one of the first things that attracts the eye to the banner itself. Once the eye is focused on the banner, color also plays an important part in directing the eye through the message. Generally, light colored letters on a dark background works best for the banners. Think about what color the signs are on the interstate, reflective white on green background, to remember the rule. The reverse also works well, a light background with dark letters.

Type:

The following chart can help in determining how large the letters should be:

<u>Letter Size</u>	<u>Viewing Distance</u>
1/4 inch	8 feet
1/2 inch	16 feet
1 inch	32 feet
2 inch	64 feet
3 inch	128 feet
4 inch	256 feet

Since the eye reads from left to right and from top to bottom, the most effective banner type reads by line from left to right and from top to bottom. Placing vertical type on a banner is hard to read and should usually be avoided. Generally, the type should be to the left of the major portion of the graphics.

Graphics:

To be effective, the graphics must enhance the message to be conveyed. When graphic illustrations are used they must be simple, large and must project a positive image and motivate one to act.

White Space:

This is the space left without any type or illustration and can be the single most important element in any design. **REMEMBER:**

IF THE MESSAGE DOES NOT HAVE ROOM TO “BREATHE”, THE MESSAGE DIES!