



## How to Use Charts and Posters

Charts and posters can be used effectively in a post. The goals of Exploring, the Explorer Motto, or the desired outcomes of a particular activity could be listed on a chart or poster. Presentations and officer reports may also make use of posters or charts. In particular, charts and posters are used to

- Attract and hold attention
- Develop an idea
- Present information to small groups
- Highlight key points
- Review and preview
- Add variety to discussions
- Speed learning
- Increase retention

### **Making a Flip Chart**

Excellent flip chart pads are available commercially, or you can make your own with a tablet of newsprint, an artist's pad, or sheets of construction paper, newsprint, or brown wrapping paper. If the paper is not in pad form, reinforce the top of the sheets with a double fold of

paper or cardboard. Staple sheets together, or fasten with lightweight bolts and thumb-screws. If the flip chart is not self-supporting, tie it to the top of a stand, an easel, or a movable chalkboard. You can improvise a stand by using the back of a chair or an upended table.

### **Suggestions for Effective Flip Charts**

- **First, write out your flip chart in miniature.**

It's a good idea to write out the flip chart in miniature form while you are planning it. Changes or corrections can easily be made before you make the actual chart. Organize your papers as follows:

- Designate the first page as the title page.
- Define the subject on the second page.
- Use the following pages to explain the subject.
- Demonstrate that your explanation is sound.
- Summarize and ask for action on the last page.

- **Use large lettering that can easily be seen.**

The following tips can help you make your lettering attractive and legible:

- Use wide-tip marking pens.
- Use plastic stick-on letters.
- Use lettering patterns or stencils to trace letters.
- Emphasize or underline key words.
- Use colored marking pencils, watercolors, art markers, or highlighting markers to emphasize key points.
- Use one idea per page.
- Don't crowd too much on any page.
- Prepare a cue sheet.

To provide the presenter with a cue sheet, duplicate in miniature on the back of the preceding page what the audience is seeing. Then, you can stand slightly behind the flip chart, face the audience, and explain what the audience sees.

## Other Types of Charts

Besides flip charts, there are other kinds of charts you might find useful:

- **Pinboard chart**

Word strips or sentence strips rest on pins stuck in a pinup board.

- **Sentence holder chart**

Word strips rest in a shallow pocket made from cardboard and fastened to a board.

- **Folded word chart**

Word strips are folded in the center and then opened during the presentation.

- **Strip chart**

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

## Making Posters

You don't have to be a sign painter or an artist to make good posters. Follow these simple rules, and your posters will carry a terrific punch:

- **Select the main idea.**

Jot down a few simple words that explain it.

- **Decide on the desired effect.**

Decide on the effect you want to create—funny, dramatic, serious, or factual.

- **Try different ideas.**

Brainstorm at least five ideas, and put them down on scratch paper.

- **Use attractive and legible lettering.**

- Block out the chart using lightly penciled guidelines.
- If you aren't an artist, use plastic stick-on letters or pressure-sensitive letters, trace lettering patterns, or use letter stencils. This saves a lot of time.
- Use plain, block letters. Make them a little taller than they are wide.
- Don't squeeze the letters together or place them too far apart.
- Avoid fancy or difficult-to-read lettering.
- For letter sizes, follow this guide:
  - Use letters 1¼" high, ⅜" thick if 15–30 people are 25 feet away.
  - Use letters 1½" high, ¼" thick if 30–60 people are 45 feet away.
  - Use letters 3" high, ½" thick if 60–100 people are 75 feet away.

- **Try out color and illustrations.**

- Color adds interest to posters. Use colored ink or poster paint to fill in letters.
- Select colors that contrast sharply with the background color.
- Cut out pictures from magazines.
- Trace pictures from magazines.
- Pictures or diagrams from magazines can be enlarged by using an opaque projector.
- Make the main idea the largest and brightest.

- **Use white space effectively.**