Tom Bennett Art and Environmental Science Contest 2010
San Bernardino County Museum Association

Migration Madness

Family Poster Materials and Media Ideas

Poster Foundation
Poster board and foamcore are inexpensive base materials easily found in craft stores. For a little more money you can use matte board (used in picture framing) or presentation board. Be sure that your finished poster does not exceed 30 inches in either direction; cut it to the final size before adding written and graphic elements. (Corrugated cardboard tends to bend and may not result in a pleasing poster presentation.)

Poster board is easy to use but does not accept all media well. It is best used with acrylic paint, permanent markers or collage-type elements glued on. White glue, given plenty of time to dry, works best to adhere items on poster board. Foamcore takes pencil, watercolor and acrylic paint, but is difficult to cut to a smaller size. However, it is also very durable for display. Matte board takes all these media well. Experiment a little bit with various media to make sure your final combination will work.

Remember, most posters are intended to be seen from some distance. During the Wildlife Art Festival at the Museum, posters will be displayed in the galleries. Visitors will be 30 inches to 60 inches *away from* the posters, so be sure your lettering and illustrations are large enough to be seen from that distance. (Think about yard sale posters or lost dog posters that are written so small you can't see the address or phone numbers!)

Art Media Ideas
Remember that different poster foundations accept different types of lettering and illustration media variably. Experiment with small samples before you make your final decision on what to use.

- Use torn tissue paper to achieve texture and a range of colors for the background; add pencil or marker-drawn subjects in the foreground
- Make a collage element with digital photos, and add hand-drawn elements to the foreground (requires use of copyright-free digital photos, available from many websites, some of which are listed on the Birds and Habitats Resources page in this program guide)
- Repeating black-line drawings of bird silhouettes make a nice border.
- Draw, color and cut-out plant bird subjects, add small tabs of foam tape to the backs, and tape them to the two-dimensional background for a three-dimensional effect

- Use color paper to create bold blocks of color and add white paper with type-written information on top.
- Bird silhouettes in color can also be used for poster background on an informational or persuasive poster.
- Create stencils of plants and animals, then use toothbrushes with a splattering technique to achieve texture in the stenciled results.
- Chalk pastels make dramatic pictures but must be sprayed with fixative to prevent smudging
- Permanent markers make bold lines and shape fill-ins. Be sure to avoid rubbing against the ink until it dries.
- Experiment with lettering designs using Internet sites for inspiration.
- Many kinds of computer and scanner art forms are emerging; you may experiment with one of these media (see caution below); use of photo enhancement software on original photos is acceptable.
- Be creative!

CAUTION:
If you are planning to use existing photos, line drawings or electronic images in your poster, remember that YOU MUST USE COPYRIGHT-FREE IMAGES and must INCLUDE ORIGINAL ELEMENTS IN THE OVERALL WORK. For example, you may capture a copyright-free or public domain photo from a website and incorporate it into an original background. If you are not sure about a certain choice of media or method, please call the Museum Education Division at 909-307-2669 x 252, or e-mail jredvale@sbcm.sbcounty.gov to discuss your ideas.