



Dog Consumer Education

How a Consumer Education exhibit should communicate:

- Educate the viewer
- Speaks for itself — all information is there for viewer to see
- Attracts attention
- Focuses viewer's concentration on one idea

Planning:

- Keep it simple and direct so it can be read & understood in a few moments time; using one idea is best!
- Note who will view your exhibit: Fair visitors may be grandparents, other parents, sisters/brothers, other youth, or individuals with no knowledge of dogs

Decide what you want them to know:

- Make your exhibit interactive. Decide if there is something you want them to do (e.g. lift a tab for an answer to question)
- Include samples of your topic (e.g. If your topic is education the public about different types of dog collars, include or fasten an example of each collar to your exhibit.)

Design:

- Make a rough sketch or layout first
- Catch the viewer's eye
- Be simple & clear (use familiar terms when possible)
- Be clever, neat and creative
- Make it easy to read — color of background should be different enough so lettering stands out when reading a few feet away (black letters on brown background are hard to read!)
- Pay attention to size of your lettering:

| SIZE | VIEWING DISTANCE |
|----------|------------------|
| 1/4 inch | 8 feet |
| ½ inch | 16 feet |
| 1 inch | 32 feet |
| 2 inch | 64 feet |

Tips for best overall design:

- Capital letters mixed with small letters are easier to read than all capitals or all small letters
- Script or decorative writing should be used to catch the attention of the viewer NOT used continually
- Watch letter and word spacing carefully so viewers can easily read
- Be careful of placement of letters/words so they do not distract from any drawing, artwork, and pictures. If your artwork is effective, you may only want a title
- Leave some space around the outside edges so your poster is not too cluttered
- Eliminate ANYTHING that is not absolutely necessary. KEEP IT SIMPLE!
- Tie everything together