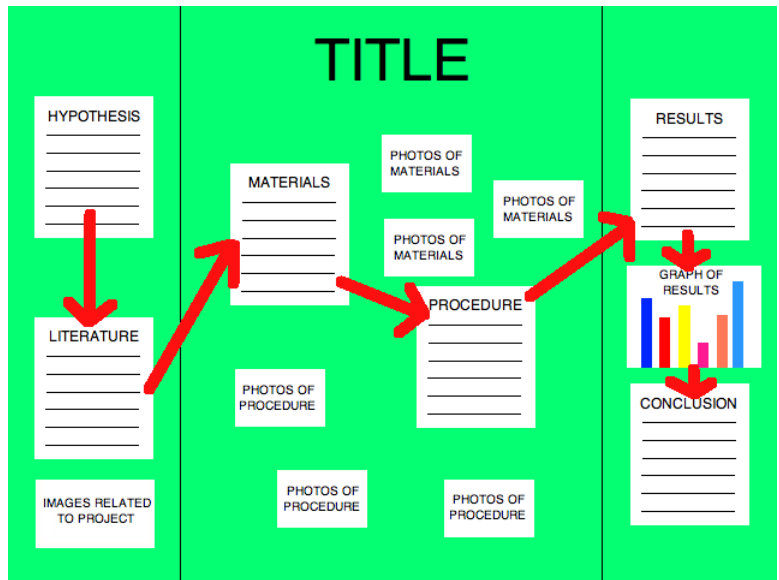
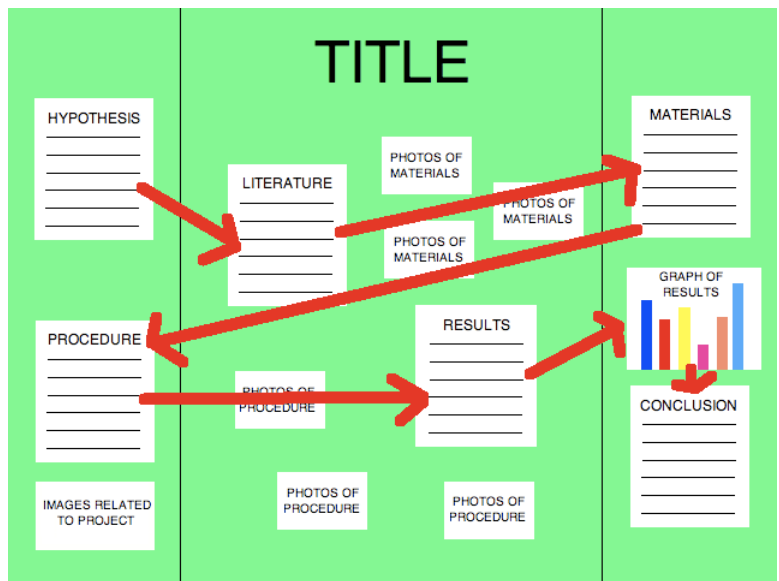


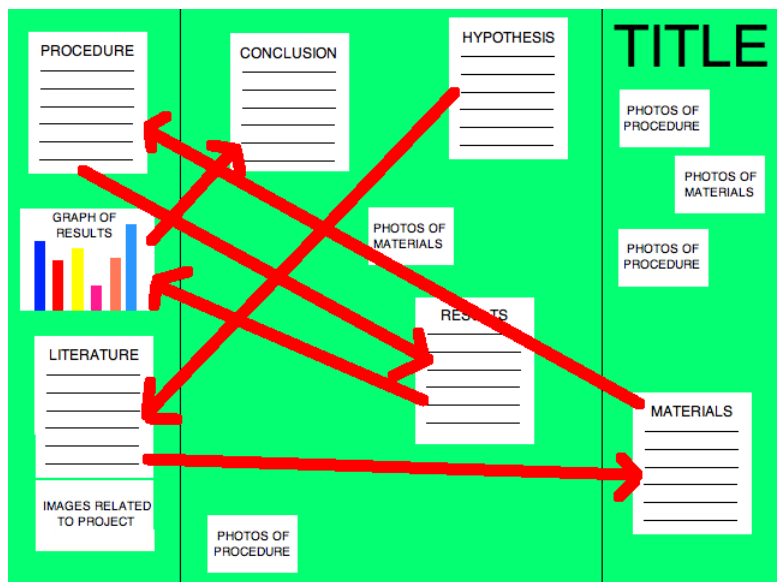
English is read from left to right, top to bottom. So should the layout of the text. This may seem like a simple concept, but there have been many, many projects with total disregard to this aspect of presentation. Here is an example of good flow. Notice how the numbered sections go along a nice, predictable pattern.



Here is an example of poor flow. Notice that the sections go linearly, but fail to go in a predictable pattern. Obviously, this particular setup is highly unlikely to be chosen, but the concept goes for any variation of it.



Think of the board almost like a pamphlet, but on a much larger scale. Remember, all the sections may not conform to the same height, but they can easily be made the same width. This last example is just silly. There is no flow, no chronology, nothing. However, there have been some projects like this. **DON'T DO THIS!**

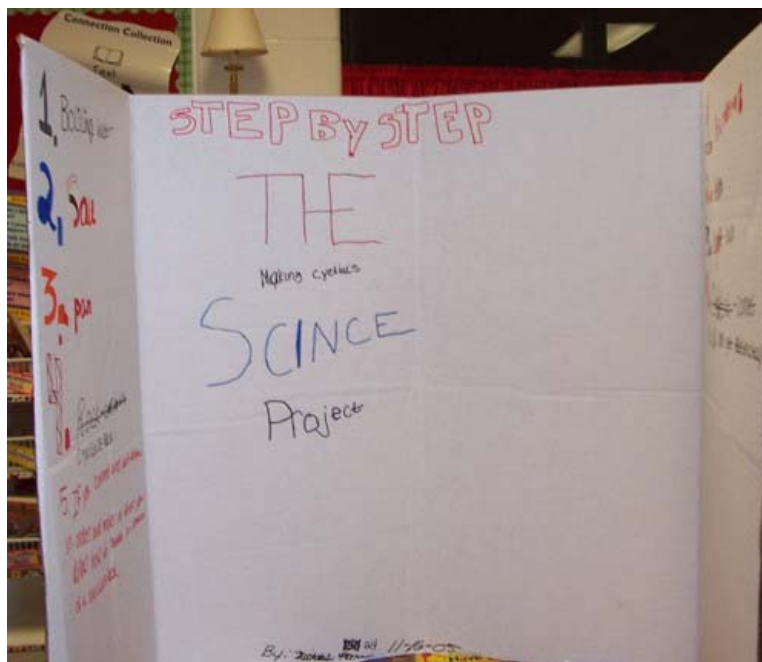


DO NOT

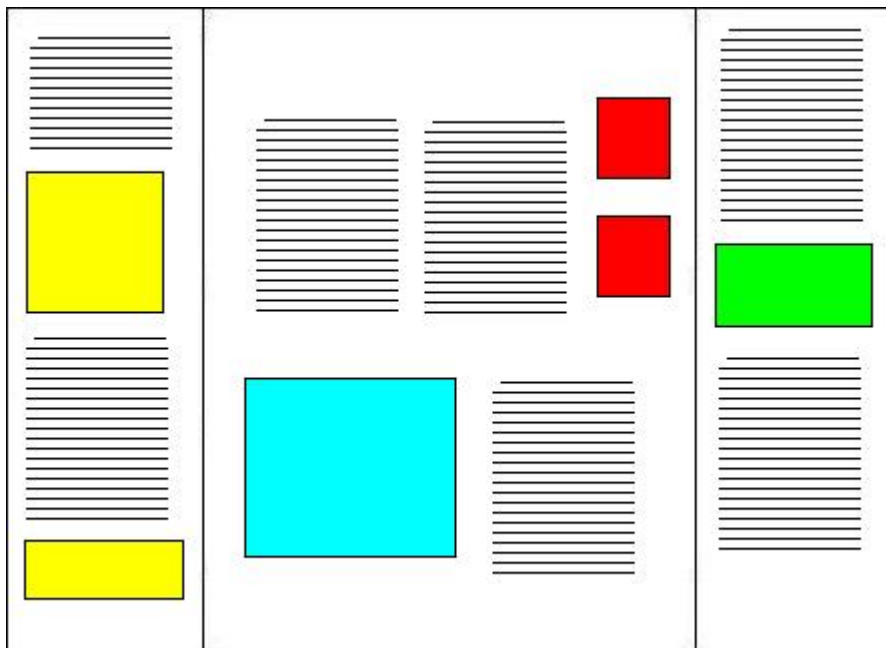
Buy the appropriate color background. Also notice how “Skittles” is spelled wrong right next to the packaging. Nothing derails a project faster than misspelling the main concept. Please, use spell-check or a dictionary or the product label.



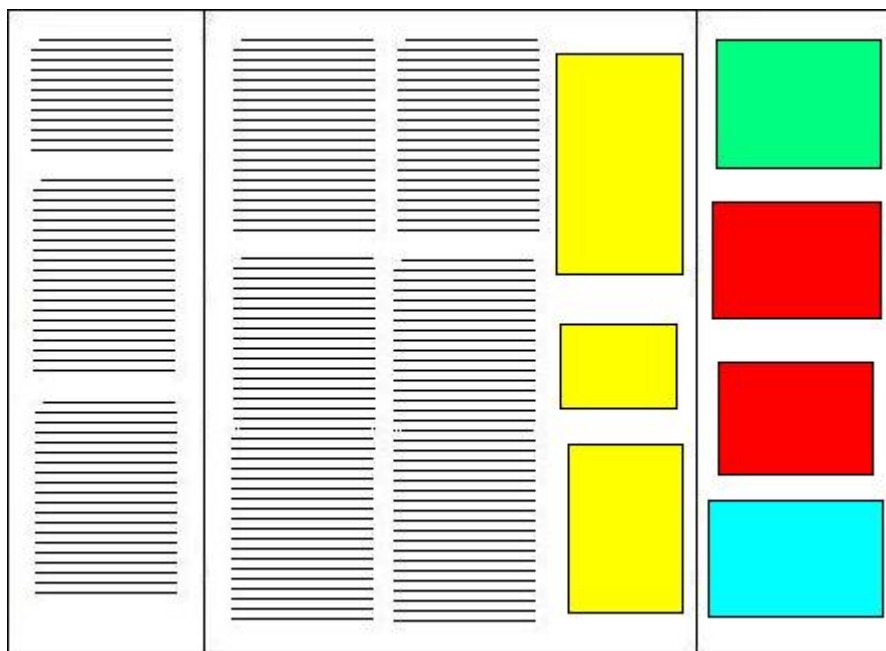
This is a great example of how white space can go horribly wrong. Also, the size of the text denotes the importance. In this title, the most important words are THE followed by SCIENCE. Make sure that all the words in the title are the same size, or at the least, are sized according to their importance. (Note: Please try to spell all your words correctly, especially the short ones.)



Here is an example of good balance. Notice all the pictures and text are evenly spread out across the layout. This gives the eye a chance to move about from one idea to another easily without getting lost in information.



Now, here is an example of poor balance. Notice how the display is lopsided and ugly.



White space is all the space on the board that isn't used. Try and avoid having large areas of blank space as it makes the project look unfinished and rushed. If there is too much white space, the easiest remedy is to make the text larger. Failing that, get some more pictures. However, too little white space can make the display too busy.