MENTAL HEALTH AWARENESS-RAISING POSTERS

LEARNING OBJECTIVES
→ *Learn how to make an attention-grabbing informational poster*
→ *Expand your knowledge on mental health by demonstrating your research skills*
→ *Create a resource that can be referred to and help destigmatize the talk around mental health through education*
→ *Learn how to use a graphic design platform*
→ *Navigate group works effectively (this only applies if the posters are made in groups)*

HOW TO MAKE A POSTER

1. **Choose the Mental Health topic you would like to make a poster about.**
This can be a specific illness, a geographic location, resources for help, etc.

2. **Research your topic.**
- Look for a clear definition of your topic or the terms that need clarifying.
- Find statistics that outline your topic. They should be significant and make an impact on your audience
- Depending on your topic you can choose various supporting information to educate the viewer on your subject. It could be symptoms, support resources (ie. a phone number or organization), self-care measures, the individuals at risk, etc.
- Slogan (optional) – a slogan is a good way to emphasize the points you've already made in your poster or of highlighting a new point such as "You are not alone".
-Choose your sources wisely! Make sure that your sources are from a reputable organization and don't forget to mention them.

RESOURCES YOU CAN USE FOR YOUR RESEARCH:

https://www.merriam-webster.com/ (dictionary)
The American psychological association
NAMI
NIMH
There are also numerous websites that tackle specific mental illnesses (ie. Anxiety & Depression Association of America)

3. **The aesthetics of the poster.**

It is very important for your poster to stick out visually in order to attract an audience and educate as many people as possible.

- Choose a color scheme. Pick colors that are coherent with your message. For example, some mental illnesses are associated with specific colors. Something to look out for is not choosing too many different colors. Experimenting with many shades of one color can also be a way of making your poster interesting without making it overbearing. You can change your color scheme at any point in the process if you are not pleased with it.

- Before making the poster it can be helpful to create a document where you collect various graphics (ie. shapes, pictures, clip art, backgrounds, etc.) that you like and think could use on your poster.

- If the platform you are using has templates, take advantage of them. You do not have to stick to the original look of a template, if you like the colors or the font you can choose to only preserve those aspects and use them as a base for the creation of your poster.

4. **Create the poster.**

TIPS FOR CREATING THE POSTER:

- Make sure the title stands out

- Try to keep it balanced (you can always fill up space with a graphic element)

- Section your information into visual categories

- Use 1-3 fonts and play around with their size and shape. Sometimes putting a statistic or title in bold can help your poster look more organized.

- EXPERIMENT!! Make as many versions of your poster as it takes to get what you envisioned. You need to try shifting titles and graphics as well as changing the colors of elements until your poster looks coherent.

To Be Honest
A program of Momentum for Health
WWW.TOBEHONEST.TODAY