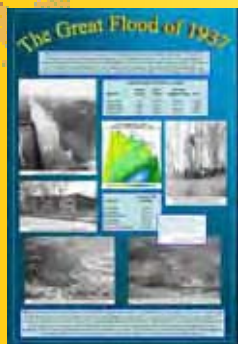


# Designing Historical Weather Posters



## What Are Historical Weather Posters?

Historical weather posters are an educational/outreach tool used to inform the public of historical weather events. These posters help keep alive the memories of significant weather events and their impacts on society. The posters can remind city officials of the importance of emergency management planning.



## Why Are Historical Weather Posters Important?

Historical weather posters can be an asset to supplement community educational and outreach tools. They serve as an *excellent* teaching device inside and outside the classroom. The posters can easily be transported to community events such as *state fairs, spotter talks, science centers, community meetings, historical societies, etc.* Also, such posters are well-suited to show tour groups visiting the office. These unique, creative outreach tools can *spark the public's interest on various significant hazards, situational awareness, and safety rules.* Furthermore, these posters can heighten the public's meteorological alertness by *keeping the memory of major weather events alive*, while promoting office functions. Weather posters are *crucial* in reminding the public that similar weather threats could strike again. Finally, these posters can *beautify and enrich the work environment* within the office.



## How Do You Create Historical Weather Posters?

Anyone can create historical weather posters to explain the importance of past weather events to the public. With one's own creativity and use of Microsoft PowerPoint, Publisher, or other computer software, these posters are inexpensive and quite simple to make. By following the steps below, an office outreach team can get started on the right path.

- Step 1:** Brainstorm with your staff to find a historical weather event that had a *BIG* impact on the local area.
- Step 2:** Research the event thoroughly until you have enough data and facts to summarize it on the poster. Good research sources include the internet, newspapers, books, and scientific journals.
- Step 3:** RELAX!! TAKE A DEEP BREATH!! THESE POSTERS TAKE *TIME* AND *PATIENCE!!*
- Step 4:** Use Microsoft PowerPoint, Publisher, or other presentation/design programs for this project.
- Step 5:** Open a new file and change the page settings from the default to 28x42 inches (or to the desired poster size).
- Step 6:** Pick an *appropriate* background color or design to go along with your poster theme. (Think of a color that goes along with the weather event itself--reds are good for severe weather and blues for winter).
- Step 7:** Give the poster an appropriate title to go along with the event.
- Step 8:** *Create the main text sections of the poster first.* This may consist of one larger summary or several smaller text areas which describe the weather event.
- Step 9:** Design a layout that is *eye-catching* and easy to read. Make sure to *utilize* the space well so the text, graphics, and pictures all flow together.
- Step 10:** Try to find a quote or two about the weather event to express the *emotional impacts* on the public.
- Step 11:** *Make sure the text is the appropriate size.* Normally good font sizes for text sections range from 18-28 points and titles could range from 28-38 points. These will come out larger when printed full scale.
- Step 12:** Search for meteorological data, maps, and charts to add to the poster.
- Step 13:** Find pictures for the poster and *get copyright permission to use them.* (Try calling newspapers from the local area to find needed pictures).
- Step 14:** *Make sure to give citations for the pictures which are used.*
- Step 15:** Have *captions* under the pictures and charts explaining what is being presented.
- Step 16:** Make sure you save all graphics and pictures in a suitable image format such as *JPEG* or *PNG* so the images will be a suitable size. For example, saving images in an *INCORRECT* format may make the individual pictures/graphics a few megabytes a piece causing the final poster to be over 20 megabytes in size—*TOO BIG!*
- Step 17:** Use clip art and graphics to decorate the poster if desired. For example, on a winter poster add snowflakes to the background.
- Step 18:** Have *honest, trustworthy critics* look over the poster and make *suggestions* on how to *improve* it after the completed first draft.
- Step 19:** *Revise* the poster based on suggestions from other coworkers/friends.
- Step 20:** Print the poster file on 11x17 inch paper in color. Use this first print as a draft poster to check coloring, text size, and the overall layout.
- Step 21:** Make *changes* from the draft poster *if necessary* and send off for final printing as a full size 28x42 inch poster.
- Step 22:** To best *preserve* the poster, have it professionally laminated for travel to outreach events. Also, the poster could be matted to hang on the office walls.
- Step 23:** *Promote* the new historical weather poster by taking it to community events, schools, etc. Display the poster on a local website. Show off the poster during office tours.