

Support for Creating Your Poster

You do not need professional design skills. A clear message is more important than visual perfection.

Here are some simple principles you can follow:

1. Keep One Main Message

A good poster communicates one central idea.

Ask yourself:

What is the key contribution of this initiative to soil?

Avoid trying to explain everything. Focus on what makes this example meaningful.

2. Make Soil Visible

Soil is often invisible in public discourse.

Consider:

- *Can you include an image of soil in context?*
- *Can you show before-and-after impact?*
- *Can you highlight the type of soil involved (urban, forest, peatland, agricultural)?*

3. Use Simple Language

Avoid technical jargon unless necessary.

If the initiative involves soil carbon sequestration, you might say:

"Restoring soil to store more carbon and reduce climate impacts."

Clear language strengthens accessibility across cultures and educational backgrounds.

4. Create a Meaningful Slogan

A slogan should be:

- Short
- Clear

- Grounded in the initiative's real work

Avoid exaggeration or unverified claims.

5. Ethical Use of Images

If you include photographs:

- Use open-access or public materials
- Credit sources when required
- Avoid using private images without permission

Responsible communication is part of soil governance.

Optional Digital Tools

If you prefer digital creation, you may use:

- Canva
- PowerPoint
- Google Slides
- Any simple design platform

Hand-drawn posters are equally welcome.

The goal is reflection and communication, not graphic design excellence.

Why These Principles Matter

Science communication research shows that engagement increases when information is:

- Relevant
- Concrete
- Emotionally resonant
- Clear and credible

Soil protection depends not only on policy and science, but also on how effectively soil is communicated in society.