You’re ready to start your
Art of Nature poster! What next?!

Topic/Theme
Depending on the educational goals you have for your students, you can go in one of many directions. Your theme can focus on a particular type of wildlife of the Walden Woods; plants that Thoreau mentions in his writings; quotes from his journals; noteworthy people, places or events in Thoreau’s time, etc. We are happy to talk more with you about your theme!

Poster Format
Decide whether your poster will be an alphabet poster or general panel format. Alphabet posters are popular as they provide opportunities for creative thinking in a familiar yet rigid format. General format posters are good for presenting a topic with more or fewer panels than are appropriate for an alphabet poster. General format posters can include 12-30 panels.

Artwork
The artwork should be clear, colorful, and illustrative of the topic of the panel. All pieces of art should be in landscape/horizontal orientation and all need to be on the same size paper, no larger than 12 inches (height) by 17 inches (width). Medium used should be one with which you are comfortable and is available to you. The medium should be consistent throughout the project.

Text
Text for the panels of a poster should be concise (50 words is the maximum for effective design in most layouts), accurate (part of the educational process is to decipher what information is important to convey), and authentic (though it will be reviewed by teachers and/or other adults, we want the text to be age-appropriate and representative of the student’s age, voice and ability).

Design
For the most part, design is handled by the graphic designer with whom we work. Your design input includes providing us with any colors that you either want or don’t want featured on your poster, indicating whether you want the students’ names listed in the title block, around the border or in each individual panel, and suggesting particular language you want included in the title block.

Process—we will work closely with you at every step to ensure a successful process and product!
1. Identify the theme or topic on which your students’ poster will focus.
2. Choose the poster format that you will use (alphabet or general), as this will determine how many panels you will have each student complete. Let students pick their letters/subject matter or assign the panels accordingly.
3. Offer ample time for the students to conduct research on the subject of their personal panel(s), complete their artwork, and write and revise the text for their panel(s).
4. Make sure each piece of art is labeled with the name of the student artist IN PENCIL, on the back. Mail the artwork (flat, not folded) to our graphic designer: Leo Kenney at Treefrog Educational, 577 Lowell Street, Peabody, MA 01960.
5. Please send the text for the individual panels (and the title block, if you are providing specific language about your class/project) to us by email (to whitney.retallic@walden.org) as an attached file (Word document) or cut and paste the text into the body of the email. Please stay consistent with use of either one or two spaces after each period. Each text block should be clearly identified with the student’s name or other identifier so we can match it with the appropriate art.
6. If we have any questions for you during the design process, we will be in touch! Otherwise, within two weeks of receiving everything, we will email you a draft poster. Depending on how many changes are made to the draft, you can expect the printed copies of the poster to be sent to you within another two weeks. Your fee for the project includes printing, lamination and shipping of four full-size (standard 2’ x 3’) copies of your poster and printing and shipping of one smaller poster (11” x 17”) for each of your students.
7. Display them proudly at your school and/or in the wider community!

Questions? Call Whitney Retallic at 781-259-4721 or email whitney.retallic@walden.org