



Create a Poster

Use posters to raise awareness and/or to provide information such as Innovation, Climate Resilience, Farm Business, Gender, Food Safety, Inclusive Smallholder Farmers

Note: Read the guideline extension developer for more details.

Good poster should be considered:

Posters should:

- Accessibility by many audiences
- Low cost (use existing local resources)
- Easy to distribute
- Suitable for local context (illiterates, indigenous peoples)
- Emphasize images and graphics
- Use as little text with clear message.

I) Preparation and Layout:

- **Title:** short and easy to understand and attract to the audiences.
- ◆ **Message:** reflecting to the purpose and target audiences.
- ◆ **Layout: easy and attractive**
- ◆ Sketch a rough design
- ◆ Write down all the points and pictures.
- ◆ Arrange in order (# of pictures, text, size, balance and contrast among them).
- ◆ **Flow:** read to the right then down to the left and use different variations of information (flat, vertical, cycle...).
- ◆ **Pre-evaluation:** get feedback from target audience and others (check the draft and pre testing).

II) Illustrations and images:

- ◆ Zoom up the pictures
- ◆ Check the direction of sun light (shadow) and background
- ◆ Use a white paper as background Decide angle, size and arrangement.



III) Text:

- ◆ Use short sentences
- ◆ Use simple words
- ◆ Be concise, clear and convincing
- ◆ Avoid jargon, acronyms, and unusual Abbreviations

IV) Fonts:

- ◆ Khmer OS Muol Light for the title and/or subtitle and Khmer OS Battambang for sentences/phrase writing (add emphasis by using boldface, underlining or colour).

V) Use of Colour:

- ◆ 2 to 3 colours should be enough.
- ◆ Background to emphasize colour in images and a white background if you need to reduce the impact of coloured images.

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Produce Video Clip

Use Video Clip to raise awareness and/or to provide information such as Innovation, Climate Resilience, Farm Business, Gender, Food Safety, Inclusive Smallholder Farmers.

Note: Read the guideline extension developer for more details.

Good Video clip should be considered:

Video Clip should Focus on:

- Identify target audiences
- Focus on one topic
- Easy to show demo and activities
- Suitable for local context (illiterates, indigenous peoples)
- Emphasize image of the Video
- Use as little text with clear message.
- More practical information
- Easy to understand
- Visual types education
- Suitable for illiterates
- Stimulator imagination of watchers/entertainment
- Improve social skills



Format:

- **Title:** short and shape
- **Video Script:** Develop standard video script template and writing the Video script then testing the script with team.



Selecting actor:

⇒ From the local context (example out of standing farmer, Commune extension worker)

Appropriate Video Length :

⇒ Good Video clip shouldn't longer than 10 Minutes.

Appropriate Format :

⇒ Windows Media Video (WMV), Flash Video (flv), MPEG-4 Part 14 (mp4, .m4p) and M4V - (file format for videos for iPods and PlayStation Portables developed by Apple)

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Voice Broadcast / on Air

Use voice to raise awareness and/or to provide information such as Innovation, Climate Resilience, Farm Business, Gender, Food Safety, Inclusive Smallholder Farm-

Note: Read the guideline extension developer for more details.

Good voice broadcast should be considered:

Voice should Focus on:

- Identify target audiences
- Focus on one topic
- Inform topics in advance
- Voice should be recorded in advance
- Set standard music in the background
- Multi sounds of speakers
- More practical information
- Easy to understand
- Not too fast

Format:

- **Subject** : Reality and base practices
- **Voice Script**: Prepare Voice Script in advance and test with target audiences.
- **Select Subject Matter Expert (SME)**: Extension service provider, outstanding farmer and commune extension worker.



Appropriate Voice Length :

- ⇒ In case of broadcast. Voice shouldn't be longer than 15 minutes.
- ⇒ In case of on Air, shouldn't be longer than 30 minutes.

Appropriate Format :

- ⇒ Windows Media Video (.aiff), raw audio format (.wav), MPEG-4 ALS, MPEG-4 DST (Mp3)....

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