

## **Posters**

### **Department B - Division 152**

Pay Category 8

**General Information:** Purpose: The purpose of a poster is to call attention to a subject. Every poster must be crafted to catch the viewer's attention quickly. Each must present only one specific message clearly. The poster should clearly feature some aspect of 4-H.

**Exhibits Guidelines:** A posters submitted to the State Fair must represent a level of excellence which is demonstrated by having won purple or blue ribbons at county fair. Posters will be judged on the following criteria:

**Idea:** simple, clear message, appropriate for a poster.

**Lettering:** readable from a distance, appropriate size in proportion to art.

**Art:** one dominant, eye-catching element: art relates to written message.

**Arrangement:** makes good use of entire poster space without being too crowded: art and lettering are well balanced.

**Color:** use of bold colors that harmonize well: colors used are legible.

**Quality of Construction:** neatness: appropriateness of materials used.

**Effectiveness:** works well as a poster.

Entries which do not conform to size, content or material guidelines will be lowered one ribbon placing.

Posters must be 14"x22" and on regular poster board. Do not use foam core or any other material that cannot be stapled to a display board. They may be arranged either horizontally or vertically. Those generated by computer must also meet this standard. Computer art generated on an 8 1/2"x11" sheet of paper and mounted on poster board will be disqualified.

Posters may be in any medium: watercolor, ink, crayon, markers or computer graphics. They may not be three-dimensional. Entries with components thicker than paper (such as milk cartons, pencils, pop cans) will be disqualified.

Posters may not use copyrighted materials, such as cartoon characters or commercial product names, logos or slogans. Avoid using clichés or over-used phrases that do not command the viewer's attention.

When using the official 4-H Emblem (clover with the H's on each leaf), it must follow approved guidelines, which can be viewed at [http://www.national4-hheadquarters.gov/emblem/4h\\_name.htm](http://www.national4-hheadquarters.gov/emblem/4h_name.htm)

Computer "clip art" will not be scored as positively as original computer art designs. Entries which do not conform to size, content or material guidelines will be lowered one ribbon placing. The 4-H member's name, address, age, full address and county must be listed on the back of the poster. Entry cards should

be stapled (not paper-clipped or taped) to the upper right-hand corner of the poster.

Posters may be laminated to protect them. Loose plastic coverings used to protect the exhibit while being transported will be removed by the superintendent for evaluation and display.

1. **Exploring Careers with 4-H** - Poster should illustrate how 4-H'ers can explore career opportunities through 4-H projects.
  2. **Photo Poster** - Create a poster focusing on a 4-H theme of your choice, using one large, eye-catching photo.
  3. **4-H - A Family Affair** - Poster should incorporate the involvement of family members in the 4-H program.
- 901.\* **General** - (any subject related to 4-H)