



4-H POSTER CONTEST

WHAT IS A 4-H POSTER?

4-H Posters provide an opportunity for members to share information about 4-H and a wide range of topics. Posters can be used as stand-alone pieces exhibited at fairs and events. They can be useful in recruiting new 4-H members, educating the public, and raising awareness about important subjects. Posters should make people STOP, READ and REMEMBER.

- The 4-H Poster Contest categories are: 1.) Educational 2.) Promotional
 - Promotional posters market a particular program, event, or idea. The design should capture the viewer's attention, communicate a benefit to the reader, and include a call-to-action.
 - Educational posters engage the viewer in a learning process. The design should convey verifiable information, research, and/or data around a centralized topic (cited when appropriate).

Once you have chosen your category, decide on which of the three 4-H Mission Mandate themes you want to focus on: 4-H Civic Engagement, 4-H Healthy Living, or 4-H Science.

AWARDS: Top two entries from each age category

RULES

- Counties may send 2 posters from each age category: Juniors (age 8-10 by Jan 1 of current year), Intermediates (age 11-13 by Jan 1 of current year), and Seniors (age 14 and older by Jan 1 of current year)
- Posters should be on standard poster board measuring 14" x 22". They may be landscape or portrait orientation. Posters on non-standard size board will not be accepted.
- Posters may be produced by any medium including, but not limited to: watercolor, ink, crayon, acrylic, charcoal, and/or oils. Computer generated lettering and graphics are acceptable.
- Posters *may* be three-dimensional, but no more than 1/4" high (to lay flat in a pile). All pieces should be securely affixed to the poster, to withstand being mailed to the State 4-H Office for judging.
- Poster should be able to be read from 6' away, and should convey one clear message (not a collage)
- Other than the 4-H Clover, posters *may not* incorporate copyrighted materials or trademarked materials. If the 4-H Clover is used, it must be in accordance with the rules governing the emblem.
- Poster can be in an Educational or Promotional category, with a theme of: 4-H Civic Engagement, 4-H Healthy Living, or 4-H Science
- Posters from previous years cannot be re-submitted.
- Entries limited to ONE per member. Check with your County office for submission deadline.

PREPARATION

- Determine what you want to convey to the viewer and conduct research about your topic.
- Sketch potential designs ideas and layout before creating the final product.
- Consider which points you want to highlight and how to accomplish your goal—different text size, color, borders, or something else.
- What visuals or designs will enhance your message? Where to place for the best effect?
- Try different methods to see what is most visually appealing.

CONSTRUCTION



- The Poster can be in an Educational or Promotional category, with a theme of: 4-H Civic Engagement, 4-H Healthy Living, or 4-H Science
- Cite content when appropriate: www.library.unh.edu/research-support/citation-styles
- Text should be easy to read from a distance. Size, color, and font choices contribute to easy reading.
- Poster components should be simple, compelling, adequately sized and communicate the message.
- Layout is appealing to the eye, utilizing whitespace to enhance the overall design.
- The end product should not show glue residue, tape, or other work product.
- Color, text, and overall construction principles are used to accent key components of the poster.
- Poster is well constructed/assembled. It will hold up under variable conditions.
- The poster conveys interesting information.

LETTER SIZE FOR OPTIMAL VISIBILITY

The font size chart below is based on using black Helvetica text on a white background and assumes someone with good eyesight in good light.

Viewing Distance	Minimum Text Size
0.6m / 2ft	5pt
1m / 3.3ft	8pt
1.5m / 5ft	13pt
2m / 6.5ft	16pt

Portions of this document were adapted from the New Mexico State University and Iowa State University 4-H programs.

		4-H Poster Exhibit
4-Her Name: _____		
Age category: <input type="checkbox"/> Juniors (age 8-10) <input type="checkbox"/> Intermediates (age 11-13) <input type="checkbox"/> Seniors (age 14 and older)		
Mailing Address: _____ County: _____		
City: _____ State: _____ Zip: _____ Poster Classification: <input type="checkbox"/> Educational <input type="checkbox"/> Promotional		
Theme Area: <input type="checkbox"/> 4-H Citizenship <input type="checkbox"/> 4-H Healthy Living <input type="checkbox"/> 4-H Science		
Brief Interpretive Statement of Art Work: _____		
Check List of Criteria Met (to qualify, <u>all items must be checked</u> acknowledging compliance) :		
<input type="checkbox"/> No Copyright or Trademarked materials <input type="checkbox"/> 4-H Clover used according to regulations <input type="checkbox"/> Poster is standard 14" x 22"		
<input type="checkbox"/> Poster was created after May 31 of prior year <input type="checkbox"/> Poster contains one clear message (not a collage)		
<input type="checkbox"/> If poster is 3-D, it is no more than ¼ " high and can lay flat in a pile		
Signature of 4-H Member: _____		Date: _____
ATTACH THIS TO BACK OF POSTER		