

## 4-H Poster Art

**GOAL:** To learn the importance of communicating visually.



### Rules

1. Poster must be made by individual 4-H'er.
2. 4-H is to be the topic of the poster.
3. Posters must be horizontal.
4. Posters must be 14 X 22 inches.
5. Name, school, grade and teacher of the 4-H member must be clearly written on the back of each poster.
6. Well known cartoon figures such as Peanuts, Sponge Bob, Charlie Brown, etc, cannot be used because they are copyrighted. Famous people/athletes/team logos should not be used.
7. Three dimensional objects or materials which extend 1/8 inch or more above the surface of the poster may not be used.
8. Use the 4-H emblem on the poster. Do not place text or other images over or on top of it. The 4-H Emblem should not appear screened under words or graphics. No photo, drawing, symbol, word or other figure or object maybe placed on or obscure the 4-H emblem. Do not tilt the 4-H emblem.

### Communications Skill Building

Your assignment is to bring a poster you created to promote 4-H or the dairy industry to the meeting on



### Tips for a Winning Poster

#### BE NEAT!

- Use color.
- Use simple words and messages.
- Use a 4-H clover on your poster
- Leave at least an inch of space all around the edge of the poster.
- Use lightly penciled guidelines for letters (top and bottom.)
- Make your lettering easy to read with the smallest letters at least one inch tall.
- Use a black marker to make your lettering bold.
- Be creative - try to come up with an idea that no one else has used.

#### Please Don't...

- Put anything on that sticks out more than 1/8"
- Use loose glitter
- Use small pictures that are hard to see
- Crowd your lettering & artwork
- Print your letters vertically
- Mix the color of letters in the same word.

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## 4-H Poster Rubric

|   | <u>Blue Ribbon</u>   | <u>Red Ribbon</u>                           | <u>Yellow Ribbon</u>  |
|---|--|---|---|
| <b>Information Given and Idea Expressed</b> | Has clear theme, Simple design, Original Idea  | Has a theme, Used a common idea             | No real theme   |
| <b>Art, Design, Lettering</b>               | Pleasing composition, attractive, dynamic, neat, easily read lettering, use of color | Attractive, neat, easily read lettering     | Not as neat or attractive   |
| <b>Construction</b>                         | Durable  | Not as durable                              | Not durable   |
| <b>Followed direction</b>                   | Poster 14"x22", horizontal, and correct use of 4-H emblem                            | Poster 14"x22", horizontal, used 4-H emblem | Poster not correct size, vertical, no 4-H emblem, used copyrighted characters or did not follow rules |
| <b>Effect on audience</b>                   | Immediately eye-catching   | Attracts attention                          | Attracts little attention   |