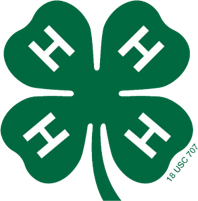
**4-H Informational Posters and Educational Displays**

**Posters vs. Displays**

|  |  |  |
| --- | --- | --- |
|  | **Posters** | **Displays** |
| Purpose: | Grab viewers’ attention and teach them something in less than one minute | Grab viewers’ attention, teach them something, and hold their attention for a longer period of time |
| Size: | 14”x22” minimum in Jefferson Co.  *or* regular 22”x”28 works best | Multiple posters, a tri-fold display, mobile, charts, or 3D display |
| Viewing Distance: | 10 feet or more | 3 feet or less |
| Content: | **ONE clear thought** | Multiple thoughts on one subject |

**Choosing Your Idea**

* From your 4-H meetings, research-rich books and websites, 4-H publications
* Sources must be CREDIBLE and ACCURATE (not “opinions” or speculation)
* Keep it simple and focused – don’t overthink your subject!

**Posters**

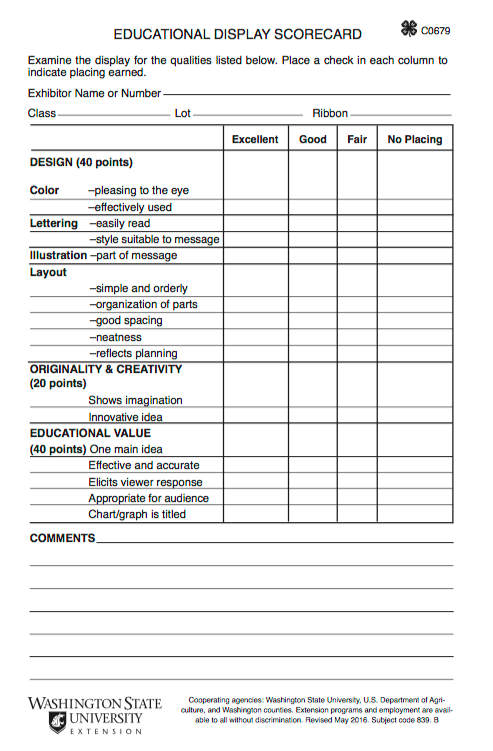
|  |  |
| --- | --- |
| **DO:** | **DON’T:** |
| Attract attention | Repel viewers or blend in with the wall |
| Focus on ONE main interest or idea | Overcomplicate your message |
| Stimulate thought | Put viewers to sleep or confuse them |
| Teach facts or show a simple process | Express a personal opinion |
| Use few, clear, easy-to-read words | Use lots and lots and lots and and lots and lots of words with very tiny and fancy and distracting fonts or *pOor hAnDwriTing* |
| Use clear images, fonts, and handwriting; good spelling and grammar; a boarder; and clear and compelling images | Use GLITTER or copyrighted materials/images (e.g., well-known cartoons); forget to spell-check; forget to erase pencil lines |
| Be neat | Be sloppy |
| Be colorful (within reason) | Use no color or colors that can’t be seen easily (e.g., light yellow on white poster board) |
| Make a rough draft of your poster | Just grab some posterboard, a Sharpie, and go for it! |
| Attach all items securely | Lose your poster bits on the way to fair! |
| Create your poster yourself – even if you use computer-generated lettering and/or images | Have your big brother, grandma, or sign shop make your poster for you |
| Make sure your poster can hang on a wall (i.e., not too heavy) | Put your poster in a frame or plexiglass; use foam-core board |
| Simply tell your audience something you’d like for them to know | Use the phrase: “Did you know?” |

**Posters at Jefferson County Fair:**

* Your poster will be related to your current project area(s) (e.g., poultry, robotics, horses, etc.)
* You may enter up to 2 posters in up to 3 different project areas
* You may also enter 1 project safety poster and 1 4-H promotion poster
* Put your name, date of birth, and county on the back of your poster
* Bring your poster to the fairgrounds **Monday Aug. 7, 2017** (or have someone in your club do it for you)

**Educational Display Scorecard**

This is the “scorecard” that Judges use to evaluate 4-H Posters and Displays.

Have a look over it to be sure that you know what judges are looking for in your poster or display.

*The more “excellents” a poster or display receives, the more likely it is to get a Blue ribbon. More checkmarks in the “good” category earns the poster/display a Red, and more checkmarks in the “fair” category earns it a White. More checkmarks in the “no placing” category means that the poster/display will receive a “participation” ribbon.*

*What do the ribbon colors mean?*

* *Blue:* The exhibit meets standards and expectations of the project. The exhibit shows high-quality work and needs little or no improvements. Excellent exhibit.
* *Red:* The exhibit meets most standards and expectations of the project. The exhibit shows high-quality work; however, some improvements can be made in workmanship, design, or expression of what was learned in the project. Good exhibit.
* *White:* The exhibit meets few standards and expectations of the project. The exhibit can be improved in workmanship, design or knowledge shared about the project.
* *Green/Pink/Rainbow:* Recognition of the efforts of all Cloverbuds and participants.

**Examples of Blue-, Red-, and White-Ribbon Posters**

Look at the posters below and learn why they received a blue, red, or white ribbon.

Do you think the judges had it right?

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