Communication Poster 821
4-H Exhibit Evaluation
Communications

Name _____   **County** _____

Exhibit Goal _____

Poster Theme Area _____

	Possible Points	Your Points

Audience
- Did you consider the following characteristics of your audience as you prepared your poster?
   Age
   Urban or rural background
   Background knowledge of theme
   Ethnic background
- Where else (besides the fair) can you display your poster to communicate your message to your intended audience? **10** _____

Message
Headline, body copy
- Is your message brief and direct? Have you used only key words or phrases to send one message?
- Have you researched the theme enough to support the headline with accurate body copy and appropriate visuals?
- Is the headline large enough or positioned on the poster so that it grabs the audience's attention? (On a 14 x 22-inch poster, the letters of the theme should be 1 1/2 to 3 inches high and 1/4 to 1/2 inch thick.
- Is the lettering size, style and color easy to read? (Body copy letters should be 1/4 to 1/3 the height of the title letters.) **20** _____

Visuals: pictures, drawings
- Does the visual appeal to your audience?
- Does the visual reinforce or carry through the message of your theme?
- Is the visual **original**, simple, compelling, to the point?
- Does not include any copyright design or material.
- Is the visual proportional to the size of your poster, headline and body copy? **20** _____

Layout
- Does the poster look too crowded? (If less than 20% of the poster is open space, your poster may be too crowded.)
- Does the poster have a strong center of interest?
- Are the headline, visual and body copy (the three elements) balanced? (Layout balance is achieved by positioning the headline, visual and body copy and using blank spaces round those elements.)
- Does the poster use color, texture, shape and size in a pleasing combination?
- Can the poster, as assembled, withstand long periods of display? **25** _____

Overall Poster Appearance
- Does your poster attract attention, focus interest on the theme, sell your audience on taking action? **25** _____

100 Total Points Possible _____

(Judge's comments on back.)