Poster Communication Exhibit Report Form

Attach this form to the back of your poster entry.

Name: _____ County: _____

Grade: _____ (school year 2017/2018)

Check Theme Area:

_____ 4-H is . . . (open to 4-H'er's interpretation)
_____ Join 4-H
_____ *4-H Grows…* (www.4-H.org national marketing theme)
_____ *Start Your Future Here* (2017 Iowa 4-H Youth Conference theme) www.extension.iastate.edu/4h/iowa4hyouthconference
_____ *Nothing Compares* (Iowa State Fair theme) www.iowastatefair.org

Why did you choose this theme? What was your goal in creating your poster?

What do you want people to think or feel when they see your poster?

What sources of information did you use to prepare your poster?

What were the most important things you learned as you created your poster?

Where else (besides the fair) do you plan to display your poster to share your message?

Poster Exhibit Evaluation Criteria

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?

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.)

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?

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?

Overall Poster Appearance

- Does your poster attract attention, focus interest on the theme, sell your audience on taking action?