

Communication Poster 10530

Personal Development

Name _____

County _____

Exhibitor Number _____

Entry Number _____

Ribbon Placing:

____ Blue ____ Red ____ White

Poster Theme (please check one)

- | | |
|--|--|
| <input type="checkbox"/> 4-H is. . . | <input type="checkbox"/> Spy Your Potential |
| <input type="checkbox"/> Join 4-H | <input type="checkbox"/> Best Days Ever (in 4-H) |
| <input type="checkbox"/> Opportunity4All | |

Criteria the judge will use that relates to your goal and exhibit. Comments will explain strengths and suggestions for you about the exhibit.	Very Good	Some Improvement Needed	Much Improvement Needed
<p>Audience (10 points)</p> <ul style="list-style-type: none"> Was consideration given to the following characteristics of the target audience for the poster? <ul style="list-style-type: none"> Age Urban or rural background Background knowledge of theme Ethnic background Where else (besides the fair) can the poster be displayed to communicate the message to the intended audience? <p>Message (20 points)</p> <p>Headline, body copy</p> <ul style="list-style-type: none"> Is the message brief and direct? Are key words or phrases used to send one message? Was the theme researched 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.) <p>Visuals: pictures, drawings (20 points)</p> <ul style="list-style-type: none"> Does the visual appeal to the audience? Does the visual reinforce or carry through the message of the 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 the poster, headline, and body copy? <p>Layout (25 points)</p> <ul style="list-style-type: none"> Does the poster look too crowded? (If less than 20% of the poster is open space, the 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? <p>Overall Poster Appearance (25 points)</p> <ul style="list-style-type: none"> Does the poster attract attention, focus interest on the theme, sell the audience on taking action? <p><u>Comments:</u></p>			

100 Total Points Possible _____

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