Poster Communication Exhibit Report Form

Attach this form to the back of your poster entry.

Name: __________________________________________ County: ____________________________

Grade: __________________________ (school year 2010/2011)

Check Theme Area:

_____ 4-H is . . . (open to 4-H'ers interpretation)

_____ Join 4-H

_____ Aiming for Adventure (2011 Iowa 4-H Youth Conference theme)

http://www.extension.iastate.edu/4H/StateConference/index.htm

_____ Nothing Compares (2011 Iowa State Fair theme) http://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?

____________________________________________________________________________________

____________________________________________________________________________________

1
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?