Personal Development: Class 10530
4-H Poster Communication Exhibit Report Form

Poster size: minimum of 14" x 20", maximum 15" x 22"; see special rules under Class 10530
Attach this form to the back of your poster entry.

Name: _____ County: _____

Grade (school year 2022-2023): _____

Check Theme Area:
___ 4-H is…(open to 4-H'ers interpretation)
___ Join 4-H
___ Opportunity4All (2022 National 4-H Week Theme) www.4-H.org
___ Spy Your Potential (2023 Iowa 4-H Youth Conference theme)
    www.extension.iastate.edu/4h/iowa4hyouthconference
___ Best Days Ever (in 4-H) (Variation of 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
- Consideration given to the following characteristics of the target audience for the poster?
  - 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?

Message
Headline, body copy
- Is the message brief and direct? Are key words or phrases used 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 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?

Layout
- 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?

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