Communication Poster 10530
4-H Exhibit Evaluation
Communications

Name ________________________ County ________________________

Exhibit Goal ____________________________
Poster Theme Area ____________________________

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.)