



## Poster Communication Exhibit Report Form

Class 10530

Attach this form to the back of your poster entry.

Name: \_\_\_\_\_ County: \_\_\_\_\_

Grade (school year 2019-2020): \_\_\_\_\_

### Check Theme Area:

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

\_\_\_\_\_ Join 4-H

\_\_\_\_\_ 4-H Grows (National Marketing theme - [www.4-H.org](http://www.4-H.org))

\_\_\_\_\_ Strive for Gold (2020 Iowa 4-H Youth Conference theme –  
[www.extension.iastate.edu/4h/iowa4hyouthconfernece](http://www.extension.iastate.edu/4h/iowa4hyouthconfernece)

\_\_\_\_\_ How Do You 4-H? (variation of Iowa State Fair theme – [www.iowastatefair.org](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?**

# 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?