

## 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](http://www.4-H.org)

\_\_\_ Spy Your Potential (2023 Iowa 4-H Youth Conference theme)

[www.extension.iastate.edu/4h/iowa4hyouthconference](http://www.extension.iastate.edu/4h/iowa4hyouthconference)

\_\_\_ Best Days Ever (in 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

- 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?