

## 4-H POSTER EXHIBITS



### What's the judge looking for?

**For all exhibits, be prepared to explain:**

- 1) What did you plan to learn or do? (What was your exhibit goal(s)?)
- 2) What steps did you take to learn or do this? Explain what you wanted to do so it is easily understood. The judge wants to know and understand the steps you used to make your exhibit.
- 3) What were the most important things you learned?

**Helpful tips to make a good poster or display:**

- Exhibit meets size requirements: Posters no larger than 24 in. x 36 in.; Displays no larger than 48 in. x 48 in.
- Member has clearly defined the audience for the poster
- The message is brief, direct, and clear
- The purpose of the poster is clear: to promote, to inform, to call to action, etc.
- Content is based on credible sources. Copyright rules have been followed. Sources have been cited either on the poster or in the write-up as necessary.
- Text is well positioned and easy to read. Size, color, and style choices contribute to easy reading. Text can be read easily from at least 6-8 feet away.
- Visuals are appealing and reinforce or enhance the message
- Visuals are simple, compelling, adequately sized and to the point
- Layout is attractive (not crowded, has open space). It uses good design and art principles.
- White space is used appropriately, both around the margins and throughout the design so the message is easily read
- Neat and well organized
- Color, text size and design are used to highlight important information or attract attention
- Poster is well constructed/assembled. It will hold up under long periods of display time
- Evidence of new learning or skill development is shown

**4-H**  
GROWING TOGETHER



## How to prepare

- Research your topic and be sure you've looked at a variety of sources to determine what information is most important to get your idea/message across to the audience.
- Sketch potential designs to see how much information will realistically fit and how you want to lay things out before creating the final draft.
- Consider which points you want to highlight and how you will do that—through different text size, color, borders, or something else.
- Consider what visuals or designs will enhance your message and where they should be placed for the best effect.
- Look at the best ways to create your letters and designs—do you have good, legible handwriting? Will you print things from the computer? What about tracing block letters? Try different methods to see what has the best eye-appeal and allows you to get all that you want on your exhibit.
- There are many helpful tools available to help design and create posters.  
 Making 4-H Posters – <http://aces.nmsu.edu/4h/documents/making204-h20posters.pdf>  
 4-H Presentation Tips – [http://pubs/ext.vt.edu/388/388-061/388-061\\_pdf.pdf](http://pubs/ext.vt.edu/388/388-061/388-061_pdf.pdf)  
 Communications Toolkit – [http://4h.msue.msu.edu/resources/communications\\_toolkit](http://4h.msue.msu.edu/resources/communications_toolkit)
- Use the following chart and other resources to help you with letter size for posters and displays:

### Minimum Letter Heights for Posters and Charts

<b>Reading Distance:</b>	<b>20 ft. or 6 m</b>	<b>10 ft. or 3 m.</b>
LARGE:	2 1/2 in. or 6.4 cm	1 in. or 2.5 cm
EASY TO READ:	1 1/2 in. or 3.8 cm	3/4 in. or 1.9 cm
FAIRLY EASY TO READ:	3/4 in. or 1.9 cm	1/2 in. or 1.3 cm
POSSIBLE TO READ:	1/2 in. or 1.3 cm	1/4 in. or .6 cm
CANNOT BE READ	1/4 in. or .6 cm	3/16 in. or .4 cm

Taken from: *Training for More Effective Communications*, a publication of the California State Polytechnic College, San Luis Obispo, California.