4-H Poster Art Contest

DUE DATE: _____

GUIDELINES: (Traditional and Digital)

1.) The poster must promote 4-H. (Must include 4-H and/or the 4-H Clover)
2.) The poster design must be original.
3.) Posters must be 14 x 22 inches. (half sheet of posterboard)
4.) Posters must have a horizontal layout.
5.) Name, School, and Teacher of the 4-H member should be clearly written on the back of each poster.
6.) Well known figures cannot be used because they are copyrighted, such as Marvel Superheroes, Disney characters, Professional athletes, team logos, etc.
7.) Materials which extend 1/8 inch or more above the surface cannot be used.
8.) When using the 4-H Emblem on the poster
    a. **Do not** place text or other images **over or on top** of the 4-H Emblem.
    b. The **official colors should not be altered**.
      - green and white or black and white
    c. The **clover stem** should turn to the **right** only and the clover should **not be slanted**.
    d. For more **information** on the proper use of the 4-H Name and Emblem go to the 4-H web site, **https://4h.tennessee.edu/Pages/4hemblem.aspx**

COUNTY AWARDS:

Top 3 posters $10
Next 7 posters $5

PAST WINNERS:

Addison Minda (Digital)

Station Camp Elementary

Finley Lohan (Traditional)

Homeschool

EXPLANATION

INFORMATION GIVEN AND IDEA EXPRESSED

Theme: Does the poster attract attention, focus your interest on the idea and motivate you to take action? Is the message brief and direct?

Simplicity: Is the poster limited to one idea and readable at a glance?

Originality: Does the poster convey an original idea?

ART, DESIGN AND LETTERING

Pleasing Composition, Attractive: Is the poster well-balanced and neatly done? Is the size in accordance with the contest rules?

Dynamic, Eye-Catching, Original: Does the poster cause viewers to stop and read it? Is originality used in combining the design and style of lettering to catch the viewer's attention?

Neat, Easily Read Lettering: Is the lettering neat and large enough to be easily read? (14 X 22-inch posters should have letters from ¾ to 1¾ inches high.) Is the ratio of letter height to width (usually 5 to 3) adequate? Are letters well-spaced?

Use of Color: Are color combinations pleasing? Do colors provide enough contrast to be readable? Are colors used for emphasis?

CONSTRUCTION

Materials - Layout & Template: Does the layout add variety to the poster? Are designs, graphics, etc. of comparable sizes?

Is the Design Component easy to present? Is it self-explanatory?