

## DEPARTMENT B - POSTERS

The purpose of a poster is to call attention to a subject. Each should present only one specific message clearly. The poster should clearly feature some aspect of 4-H. Posters will be judged on the following criteria: 1) **Idea** - simple, clear message, appropriate for a poster; 2) **Lettering** - readable from a distance, appropriate size in proportion to art; 3) **Art** - one dominant, eye-catching element; art relates to written message; 4) **Arrangement** - makes good use of entire poster space without being too crowded; art and lettering are well balanced; 5) **Color** - use of bold colors that harmonize well; colors used are legible; 6) **Quality of Construction** - neatness; appropriateness of materials used; 7) **Effectiveness** - works well as a poster. Entries which do **NOT** conform to size, content or material guidelines will be lowered one ribbon placing. Posters should be 14"x22". They may be arranged either horizontally or vertically.

Posters may **NOT** use copyrighted materials, such as cartoon characters, or commercial product names, logos or slogans. Avoid using clichés or over-used phrases that do **NOT** command the viewer's attention.

When using the official 4-H Emblem (clover with the H's on each leaf), it **MUST** follow approved guidelines, which can be viewed at <https://4h.unl.edu/name-emblem-guidelines>.

The 4-H member's name **MUST** be on the back of the poster.

### DIVISION 904

#### Class

- 901. **Poster of any 4-H Topic**
- 902. **Poster Promoting 4-H**