COMMUNICATIONS & EXPRESSIVE ARTS

AREA: BOOTHS

A. AREA RULES – BOOTHS
   1. Any 4-H member, family or club may set up a booth.
   2. 4-H booth topics include: citizenship, careers, health, energy, international cultural understanding, leadership, recruitment, community involvement, etc. Booths should not use copyrighted material like cartoon characters or commercial product names.
   3. 4-H booths must be pre-entered by contacting the Extension Office one week prior to entry day. The number of booths at the fair will be determined by the space available, so enter early.
   4. Booth space will be approximately 4' deep x 6' wide x 6' high. Material in the booth must be arranged by the individual or group entering and articles cannot be removed for individual exhibit. Booths should be erected prior to static check-in.

DEPARTMENT B – DIVISION 147 – BOOTHS

	Division 147	All Classes	Pay Category 1
C) 901	4-H Booth		

AREA: COMMUNCATIONS

A. RECOMMENDED CURRICULUM & RESOURCES:
   1. Communications Module 1 (NATL4H 01508F) – Beginner
   2. Communications Module 2 (NATL4H 01509F) – Intermediate
   3. Communications Module 3 (NATL4H 01510F) – Advanced

B. AREA RULES – COMMUNCATIONS
   1. For each class, create an educational exhibit [a poster (22"x28" or 24"x36"), an essay (3-5 pages), a video (1-3 minutes), or small display of educational nature] from either Module 2 or 3 curriculum. Topics may include, but are not limited to:
      a. Identifying cultural differences in communication
      b. Developing guidelines for internet etiquette
      c. Evaluating another person's presentation
      d. Identifying communication careers
      e. Preparing a presentation using a form of technology
   2. Use one or a combination of the experiential activities in the Communications, Module 3 curriculum to create an educational poster, essay, or digital media sharing with others what you have learned. Topics may include, but are not limited to:
      a. Composing a personal resume
      b. Completing research on a speech or presentation topic
      c. Identifying ways to reduce risks online
      d. Evaluating own cell phone usage and etiquette
      e. Critiquing advertisements
      f. Job shadowing a communication professional

DEPARTMENT B – DIVISION 154 – COMMUNICATIONS

	Division 154	All Classes	Pay Category 2
SF) 001	Poster (SF94) – Create a poster that showcases what was learned from Module 2.		

SF) 002 Essay (SF94) – Write an essay (3-5 pages) that showcases what was learned from Module 2.

SF) 003 Poster (SF94) – Create a poster that showcases what was learned from Module 3.

SF) 004 Essay (SF94) – Write an essay (3-5 pages) that showcases what was learned from Module 3.

SF) 005 Digital Media (SF94) – Design a form of digital media (advertisement, flyer, short video or presentation, social media or web page, etc.) that showcases what was from Module 3 curriculum. Upload the digital media file to an online location (web site, Dropbox, Google Drive, YouTube, Flickr, etc.) and using the web address of the digital media file, create a QR code (using any free QR code creator, ex. qr-code-generator.com). Print the following on an 8.5”x11” sheet of cardstock: 1) the QR code, 2) 1-3 sentences about what viewers will see when they access the QR code on their mobile device.

AREA: PHOTOGRAGHY

A. RECOMMENDED CURRICULUM & RESOURCES:
   1. Focus on Photography-Level 1(PC1) – Beginner
   2. Controlling the Image-Level 2 (PC2) – Intermediate
   3. Mastering Photography-Level 3 (PC3) – Advanced

B. AREA RULES – PHOTOGRAPHY
   1. 4-H'ers are allowed entries in only one unit of competition. Individuals may enter up to three exhibits.
   2. Entry Tag must be securely attached to the upper right hand corner of displays or prints.
   3. Personal Data Tag - required on all classes. Glue the tag securely to back of exhibits or include as page one in your photo showcase.
      a. Photo showcase only require part A of the tag
      b. All prints and displays will require both A and B.
      c. See Appendix G for “Personal Data Tag”.
   4. Photo Guidelines
      a. A photograph cannot be used in more than one exhibit and may be taken with a film or digital camera.
      b. Photos must be shot during the current project year by the 4-H member.
      c. Securely attach photos to correct surface. Photos that are unattached with be disqualified.
      d. Do not use photo corners, borders, or place coverings over the exhibits. Do not include negatives.
   5. Photography exhibitors are encouraged and invited to participate in interview judging of their project during static judging.

C. PHOTOGRAPHY GLOSSARY
   1. Picture Display
      a. Three 4x6 photos mounted on a single horizontal 11" X 14" black (preferred) or white poster or matting board.
      b. Every photo on picture display must be pencil numbered (no. 2 lead pencil) below (for judge's reference only). Numbers should be readable but not detract from display.
      c. No titles, captions, or stick-on numbers will be allowed.
      d. Photos must be mounted vertically or horizontally.
      e. Personal Data Tags (parts A and B) are required.
   2. Exhibit Print

   a. All exhibit prints are 8" x 10" prints mounted in 11" x 14" (outside size) cut matting (no frames) with a sandwich mat-board backing (not foam board); rectangular or oval inside matt opening. No titles, captions, or stick-on numbers will be allowed.
   b. Place photos horizontally or vertically as appropriate.
   c. Personal Data Tags (parts A and B) are required. Manual adjustments are strongly encouraged for Unit III Exhibits.
3. Album
   a. 25 or more photographs, LABELED with date and what/who is shown in picture.
   b. Strongly urge some family pictures to be included in the collection among others of exhibitor's choice.
   c. Must be taken in this year's project. Previous year's pictures may be included, but must be separated and easily distinguished by tabs or other means of division.
   d. Member may use or make any album they choose.
   e. This class is to encourage management of pictures taken and exhibited during the entire 4-H career in the Photography project.
   f. No Personal Data Tag Required.
4. Photo Flop
   a. Three pictures, each illustrating a different photography mistake.
   b. Below each picture describe the error in photography technique and how the picture could be improved.
   c. Mount pictures and description of error on 14" X 22" poster.
   d. Personal data tag (Part A & B) is required.
5. Photo Showcase
   a. Choose one lesson from each of the four project areas in the Level 2 project manual titled "Controlling the Image".
   b. Take three photos that showcase each lesson, for example 3 photos using different shutter speeds or 3 photos showcasing the Rule of Thirds. You will take 12 photos in all.
   c. Mount 4x6 photos on an 8½ x 11 on white paper. For each set of three photos include a short paragraph describing the lesson you are illustrating and changes you made to your camera settings for each photo (shutter speed, aperture, type of lighting). You may also draw the rule of thirds or golden photo on your photos.
   d. Place pages in an 8½ x 11 black or white three-ring binder. Plastic sleeves are recommended for each page.
   e. Personal Data Tags are required. For your showcase complete Part A only and include this as page one of your showcase.
6. Photography Portfolio
   a. Select ten photos from your 4-H career that represent the strongest collection of your work.
   b. Photos may have been taken at any time during the 4-H experience and may have been previously exhibited. Photos can only be used in a portfolio once.
   c. Place photos in plastic sleeves and present them in an 8½ x 11 black or white 3 ring binder. No matting is necessary.
   d. On the first page of the portfolio include a table of contents listing a title for each photo in your collection and a narrative describing the overall intent for the portfolio. For example, the portfolio could include a range of your work from your earlier years in 4-H photography to the present, you could have a creative theme for your portfolio or you could include photos that illustrate your diverse photography skills.
   e. Unit III Data Tags are required along with supporting information. On the page prior to EACH photo include an information sheet for each photo that includes 1) Unit III Data Tag, 2) the photograph title and 3) a paragraph describing how the photo contributes to the overall intent of your portfolio. The information sheet and the photo should create a 2-page

layout so that when the portfolio is open the information sheet is the page on the left and the photo is the page on the right.

DEPARMENT B – DIVISION 180 – FOCUS ON PHOTOGRAPHY

Division 180 All Classes Pay Category 3

C) 901 Picture Display – Entry will consist of 3 pictures. The 4-H member will exhibit 1 picture from 3 different categories. Categories to be selected from include: animal, building, people, landscape, special effects, still-life, sports, or close-up.

C) 902 Picture Story Display – Entry will consist of 3 pictures which tell a story (include introduction, body and conclusion). No captions.

C) 903 Exhibit Print

C) 904 Album

C) 905 Photo Flop

DEPARMENT B – DIVISION 181 – CONTROLLING THE IMAGE

Division 181 All Classes Pay Category 2

SF) 010 Controlling the Image Showcase (SF86.98,4) – Entry will consist of a three-ring binder of three 4x6 photos showcasing four lessons addressed in the Level 2 project manual titled "Controlling the Image". A showcase will include a total of 12 photos.

SF) 020 Manual Setting Exhibit Print (SF86.98,2) – Entry will consist of a print that showcases the participant's ability to master the manual settings on the camera. 1) Manual Focus, 2) Manual Aperture, 3) Manual Shutter Speed, 4) Combination of any of the listed techniques, 5) Other technique not listed. (Controlling the Image, p. 10-17)

SF) 030 Lighting Display or Exhibit Print (SF86.98,2) – Entry will consist of a display of 3 pictures of 3 different subjects or an exhibit print that demonstrates lighting effects (Low Lighting, Hard Lighting, Soft Lighting, Silhouettes and Lighting with a Flash). (Controlling the Image, p. 18-33)

SF) 040 Composition Display or Exhibit Print (SF86.98,2) – Entry will consist of 3 completely different views or angles of the same subject or a print that illustrates one of the following composition lesson in the Level 2 Project Manual (Rule of Thirds, The Golden Photo, Space Tells the Story, Building a Photo, and Capture a Candid Photo. (Controlling the Image, p. 34-53)

SF) 050 Smart Phone Candid Capture Display or Exhibit Print (SF86.98, 2) – Entry will consist of a display of 3 pictures of 3 different candid shots or an exhibit print that captures a candid, un-posed moment. *This class is only for photos captured on mobile device (phone or tablet). (Controlling the Image, p. 50-51)

SF) 060 True Leader Exhibit Print (SF86.98, 2) – Explore true leaders in your community. True leaders can be anyone from community leaders, teachers, and volunteers to parents and friends. So, what sets them apart? What makes someone a true leader? What effect do they have on the people or environment around them? How can you tell their story through photography?

C) 960 Album (SF86.98)

C) 961 Photo Flop (SF86.98)

C) 964 Framing and Leading Lines Display (SF86.98) – Entry will consist of a picture display which include framing (objects such as trees, arches, or anything not related to the subject around the top, sides or bottom of photo to direct eye to the well placed subject) and leading lines (any obvious line from the picture edge to a well-placed subject), 2 photos using one technique and 1 photo using the other technique. (A center/point of interest should be incorporated into the design.)

C) 965 Patterns and Textures Display (SF86.98) – Entry will consist of a picture display which include patterns (the repetition of shapes and lines) and textures (shows hidden lines or shapes, patterns, or perspectives or objects not generally noticed….shows how it would feel when touched). 2 photos will use one technique and 1 photo will use the other technique. Special lenses may be used. (A center/point of interest should be incorporated into the design.)

DEPARMENT B – DIVISION 182 – MASTERING PHOTOGRAPHY

Division 182 All Classes Pay Category 4

SF) 010 Photography Portfolio (SF86.98, 5) - Entry will consist of ten photos that represent the strongest collection of the participant's work. See the notes above regarding details for the class.

SF) 020 Advanced Lighting Exhibit Print (SF86.98, 3, 6) – Entry will consist of a print that illustrates creative lighting. (Mastering Photography, p. 18-33)

SF) 030 Breaking the Rules (SF86.98, 3, 6) – Entry will consist of a print that presents a unique focal point and uses different viewpoints, lines, shapes and spacing to create a compelling image. (Mastering Photography, p.31-41)

SF) 040 Portrait Exhibit Print (SF86.98, 3, 6) – Entry will consist of a print that captures both physical characteristics and personality in their subjects. (Mastering Photography, p. 46-53)

SF) 050 Challenging Exhibit Print (SF86.98, 3, 6) – Entry will consist of a print that illustrates a special effect: Double Exposure, Light Painting, Flash Multiple Exposure, Filters, Night Time Exposure, Digitally altered photos, or Another technique not listed. (Mastering Photography, p. 14-17; 22-25; 66-69)

SF) 060 True Leader Exhibit Print (SF86.98, 2) – Explore true leaders in your community. True leaders can be anyone from community leaders, teachers, and volunteers to parents and friends. So, what sets them apart? What makes someone a true leader? What effect do they have on the people or environment around them? How can you tell their story through photography?

C) 995 Newsprint/Advertising/Commercial Exhibit Print (SF86.98) – Enlargement of newsworthy subject. Copy of appropriate cut line (2-3 sentence description of the photo explaining who, what, where, when, why or how) for newspaper article, program annual, advertisement, commercial business project, etc. where photo may appear must be attached to the front of the lower portion of the mat.

AREA: POSTERS

A. AREA RULES – POSTERS
   1. The purpose of a poster is to call attention to a subject. Every poster must be crafted to catch the viewer's attention quickly. Each must present only one specific message clearly. The poster should clearly feature some aspect of 4-H.
   2. Posters will be judged on the following criteria:
      a. Idea: simple, clear message, appropriate for a poster
      b. Lettering: readable from a distance, appropriate size in proportion to art.
      c. Art: one dominant, eye-catching element: art relates to written message.
      d. Arrangement: makes good use of entire poster space without being too crowded with art and lettering well balanced.
      e. Color: use of bold colors that harmonize well: colors used are legible.
      f. Quality of Construction: neatness: appropriateness of materials used.
      g. Effectiveness: works well as a poster.

3. Entries which do not conform to size, content or material guidelines will be lowered 1 ribbon placing.
   a. Posters may be in any medium: watercolor, ink, crayon, markers or computer graphics. They may not be three-dimensional. Entries with components thicker than paper (such as milk cartons, pencils, pop cans) will be disqualified.
   b. Posters may not use copyrighted materials, such as cartoon characters or commercial product names, logos or slogans. Avoid using over-used phrases that do not command the viewer's attention.
   c. Remember to follow the official 4-H Emblem guidelines.

DEPARTMENT B – DIVISION 152 – POSTERS

Division 152 All Classes Pay Category 3

C) 901 Exploring Careers with 4-H – The poster should illustrate how 4-Hers can explore career opportunities through 4-H projects.
C) 902 Photo Poster – The poster should focus on a 4-H theme of your choice, using one large, eye-catching photo.
C) 903 Pawnee County 4-H Marketing Poster – Poster focusing on marketing 4-H in Pawnee County.
C) 904 4-H Promotion – Poster focusing on a 4-H project or activity.
C) 905 Growing Up Green – Why I Love My 4-H Club.
C) 906 Educational Poster
C) 907-909 Other Item Made in this Project
c.