4-H POSTER CONTEST

What is a 4-H Poster?
4-H Posters provide an opportunity for members to share information about 4-H and a wide range of topics. Posters can be used as stand-alone pieces exhibited at fairs and events. They can be useful in recruiting new 4-H members, educating the public, and raising awareness about important subjects. Posters should make people STOP, READ and REMEMBER.

The 4-H Poster Contest categories are: 1.) Educational 2.) Promotional

- Educational posters engage the viewer in a learning process. The design should convey verifiable information, research, and/or data around a centralized topic (cited when appropriate).
- Promotional posters market a particular program, event, or idea. The design should capture the viewer’s attention, communicate a benefit to the reader, and include a call-to-action.

Once you have chosen your category, decide on which of the three 4-H Mission Mandate themes you want to focus on: 4-H Civic Engagement, 4-H Healthy Living, or 4-H Science.

Rules & Awards
- Entries limited to ONE per member.
- Score of 30 points and higher will receive county recognition. (Blue: 35-30, Red: 29-24, White: 23 & below)
- Counties may send 2 posters from each age category on to State Activities Day:
  - Juniors (age 8-10 by 1/1/2020)
  - Intermediates (age 11-13 by 1/1/2020)
  - Seniors (age 14 and older by 1/1/2020)
- Posters should be on standard poster board measuring 14” x 22”. They may be landscape or portrait orientation. Posters on non-standard size board will not be accepted.
- Posters may be produced by any medium including, but not limited to: watercolor, ink, crayon, acrylic, charcoal, and/or oils. Computer generated lettering and graphics are acceptable.
- Posters may be three-dimensional, but no more than 1/4” high (to lay flat in a pile). All pieces should be securely affixed to the poster, to withstand being mailed to the State 4-H Office for judging.
- Poster should be able to be read from 6’ away, and should convey one clear message (not a collage)
- Other than the 4-H Clover, posters may not incorporate copyrighted materials or trademarked materials. If the 4-H Clover is used, it must be in accordance with the rules governing the emblem. https://extension.unh.edu/events/nh-4-h-state-activities-day
- Poster can be in an Educational or Promotional category, with a theme of: 4-H Civic Engagement, 4-H Healthy Living, or 4-H Science
- Posters from previous years cannot be re-submitted.

Preparation
- Determine what you want to convey to the viewer and conduct research about your topic.
- Sketch potential designs ideas and layout before creating the final product.
- Consider which points you want to highlight and how to accomplish your goal—different text size, color, borders, or something else.
- What visuals or designs will enhance your message? Where to place for the best effect?
- Try different methods to see what is most visually appealing.
Construction
- The Poster can be in an Educational or Promotional category, with a theme of: 4-H Civic Engagement, 4-H Healthy Living, or 4-H Science
- Cite content when appropriate. www.library.unh.edu/research-support/citation-styles
- Text should be easy to read from a distance. Size, color, and font choices contribute to easy reading.
- Poster components should be simple, compelling, adequately sized and communicate the message.
- Layout is appealing to the eye, utilizing whitespace to enhance the overall design.
- The end product should not show glue residue, tape, or other work product.
- Color, text, and overall construction principles are used to accent key components of the poster.
- Poster is well constructed/assembled. It will hold up under variable conditions.
- The poster conveys interesting information.

Letter Size for Optimal Visibility
The font size chart below is based on using black Helvetica text on a white background and assumes someone with good eyesight in good light.

<table>
<thead>
<tr>
<th>Viewing Distance</th>
<th>Minimum Text Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.6m / 2ft</td>
<td>5pt</td>
</tr>
<tr>
<td>1m / 3.3ft</td>
<td>8pt</td>
</tr>
<tr>
<td>1.5m / 5ft</td>
<td>13pt</td>
</tr>
<tr>
<td>2m / 6.5ft</td>
<td>16pt</td>
</tr>
</tbody>
</table>

Portions of this document were adapted from the New Mexico State University and Iowa State University 4-H programs.

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2020 4-H Poster Exhibit

4-Her Name: __________________________________________

Age category: ____ Juniors (age 8-10 by 1/1/20) ____ Intermediate (age 11-13 by 1/1/20) ____ Seniors (age 14 & older by 1/1/20)

Mailing Address: __________________________________________

City: __________________ State: _____ Zip: __________

County: ______________

Poster Classification: ____ Educational ____ Promotional

Theme Area: ____ 4-H Citizenship ____ 4-H Healthy Living ____ 4-H Science

Brief Interpretive Statement of Art Work: ________________________________________________________________

Check List of Criteria Met (to qualify, all items must be checked acknowledging compliance):

_____ No Copyright or Trademarked materials  _____ 4-H Clover used according to regulations  _____ Poster is standard 14" x 22"

_____ Poster was created after May 31, 2019  _____ Poster contains one clear message (not a collage)

_____ If poster is 3-D, it is no more than ¼" high and can lay flat in a pile

Signature of 4-H Member: __________________________________________

ATTACH THIS TO BACK OF POSTER