

4-H POSTER HINTS



Tips for Making A Marshfield Fair 4-H Posters with Impact!

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4-H Poster Rules

All Marshfield Fair 4-H poster exhibits must be only on 14" x 22" poster board, **preferably vertical (Portrait) format**, Poultry posters **must** be displayed horizontally (Landscape)

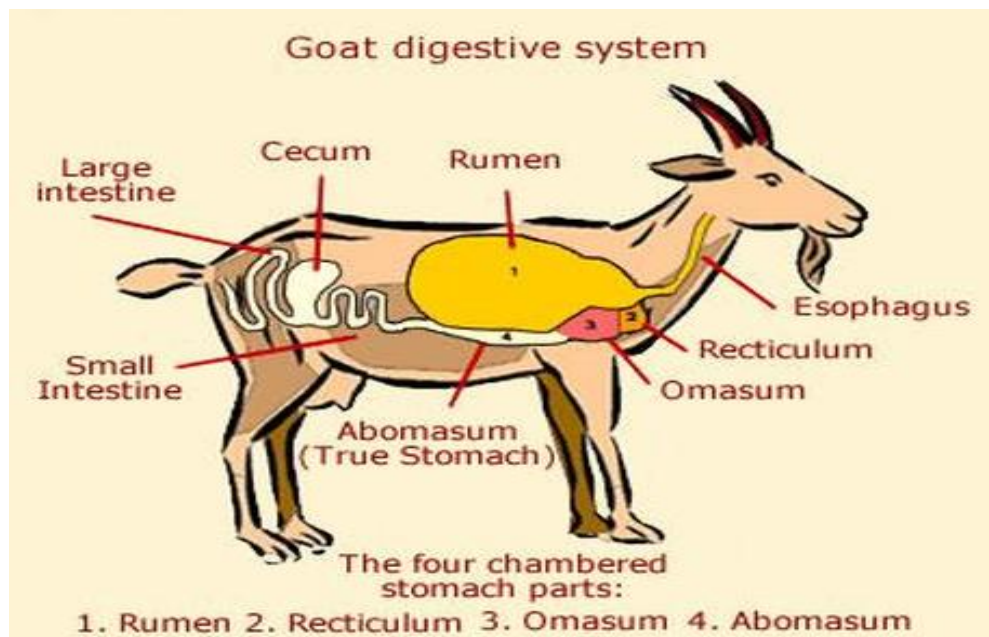
- Foam board or similar materials **MAY NOT** be used for posters.
- Poster must be done on subject designated for the years contest.
- Each poster must have a label. The label should be placed in the lower right-hand corner **ON THE BACK** of your poster. This is the information that is required:
 - Name; 4-H Club; Project; Division

Posters that do not meet the above criteria will be disqualified.

Poultry
poster format

Preferred
format for
all except
poultry

All poster exhibits may be made on any color of poster board except florescent.



Effective 4-H Posters

Your poster needs:

STOPPING POWER

APPEARANCE

- Simple - not too much information on one poster
- Can be read at a glance
 - Specific main idea
 - Brief wording, short and to the point
- Title is short, simple, and catchy
- Title may suggest a theme (refer to project manual for required themes)
- Arrangement is well-designed
- Framing or border is done within the 14" x 22" poster dimensions

Your poster should be:

INTERESTING

ATTRACTS INTEREST

- Attracts attention immediately
- Contrast-- unusual lines, shapes, and textures (color & design)
- Good use of color (in background, objects, & lettering)
- Display is attractive and shows creativity

Your poster should be:

CONVINCING

HOLDS INTEREST

- Idea expressed well
- Conveys a message
- Tells the message accurately and completely
- Message--expresses **only one idea** in each poster

But you have to remember the:

MECHANICS

WORKMANSHIP

- Soft pencil (no. 2) can be used to make guide line marks which are easily erased
- Items must be securely attached or mounted to poster board
- Lettering
 - Use a guide line or ruler for consistency and neatness
 - Lettering should not be crowded onto poster
 - Use plain, bold lettering and lines
 - Lower case letters are more easily read than capitals
 - Horizontal letters are easier to read and design than vertical letters
 - Be sure your lettering is large enough to be seen from a distance of 6 feet
 - Do not mix colors in a message. Keep letters all one color.
 - Various **types of lettering** can be used. Gummed letters, cutout letters, pressure-sensitive transfer letters; as well as letters in felt, paper, cardboard, plastic, metal, or wood are available at bookstores and office supply stores.
 - Your local bookstore or office supply store should carry **lettering aids** such as rubber stamps and lettering stencils.

- Color
 - Use neutral or soft colors for backgrounds (grays, greens, and blues in pastel shades are excellent background colors)
 - Color of lettering should contrast with background
 - Limit to two or three colors--usually it is best to select one lettering color to go with your overall background color. A third color may be used in small amounts for accent and attention.
 - Use bright, intense colors for the smaller areas and if possible for the center of interest. Red is a good accent color.

Color combinations ranked in order for legibility:

- | | | |
|--------------------|--------------------|-------------------|
| 1. Black on yellow | 5. Black on white | 9. White on black |
| 2. Green on white | 6. Yellow on black | 10. Red on yellow |
| 3. Blue on white | 7. White on red | 11. Green on red |
| 4. White on blue | 8. White on orange | 12. Red on green |

Here is a list of color combinations which may help you to select colors for your poster. Some of the combinations may seem unusual but you will find they will work magic to attract and hold attention.

Accent (least amount)	Props (happy medium)	Background (largest amount)
Green	Chartreuse	Light yellow
Violet	Lilac	Light Gray
Red	Pink or black	Light Gray
Blue	Light blue	Light gray
Blue and gray	Light blue	White
Violet and white	Medium gray	Pink
Red	Ivory	Light yellow
Blue	Light blue	Chartreuse
Green	Beige	Light gray
Black and white	Light gray	Chartreuse
Black and white	Medium blue	Light gray
Blue	Deep Pink	Light blue
Black	Orchid	Pink
Black	Light green	Light yellow
Black	Medium blue	Light gray
Blue and silver	Cream	White

DO! DO! DO!

- Do keep it organized
- Do use correct spelling!
- Do use only one idea (be sure to do poster on annual theme chosen by fair)
- Do pull groups together (lines overlapping, color repeats, etc.)
- Do keep heavy materials from coming too close to top, bottom, or sides of the poster
- Do make lines (the viewer's eye) carry to main center of interest, not out of the poster
- Do make cuts evenly, paste cleanly, measure for centers and parallels

DON'T! DON'T! DON'T!

- Don't use staples, tacks, or tape
 - Tape is acceptable in a few areas (i.e., attaching leaves to poster)
- Don't use fluorescent poster board
- Don't create a poster with all words or all pictures
- Don't use complicated designs or naturalistic drawings
- Don't use several small centers of interest
- Don't use fine, threadlike writing or very small lettering
- Don't forget the need for good balance and proportion

Need ideas?

- Look at advertisements, billboards, theater signs, travel posters, and magazines