



# YOUTH EDUCATIONAL DISPLAYS GUIDELINES

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**SUPERINTENDENT:**

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**Before entering**, please refer to 4-H and FFA Rules for rules and regulations on our website at [www.bentonfranklinfair.com](http://www.bentonfranklinfair.com).

## Informational Poster vs. Educational Display

### Informational Poster

**Definition:** A single poster that tells the audience something they probably do not already know. These Posters is what are used in animal barns.

- Typically, a simple fact that is interesting and presented in an attractive manner.

### Informational Poster Break Down

<b>Size:</b>	1/2-sheet poster board (14"x22") or Full-size poster board (22"x 28")
<b>Purpose:</b>	Must grab viewer's attention and teach them something in less than a minute.
<b>Viewing Distance:</b>	10 Feet or more
<b>Content:</b>	One clear thought
<b>Content Accuracy:</b>	Contents <b>MUST</b> be accurate.
<b>Data Source:</b>	Must be listed on the back of the poster. Source must be reliable (no Wikipedia).

### 3 Types of Informational Posters

#### Single sentence statement

- Represents one idea in a sentence.
- Convey your message in as short of a sentence as possible.

The fewer words the quicker the audience will get the message, and the more space you have for your graphic/illustration.

### **Eye catching sentence with the following statement**

- Fun and eye-catching opening statement followed by a (typically smaller letter 12 font) clarifier.

### **Showing**

- Single statement, followed by a chart or graph.

## **Educational Display, Graph/Chart or Tri-Fold**

**Definition:** A sizable presentation, utilizing materials such as ½-poster board (14"x22"), a full poster board (22"x28"), a three-poster display, or a tri-fold (Sizes: 18" x 24", 28"x 40" or 36" x 48"). It gives interesting information in an attractive and more detailed manner. Typically showcased in the 4-H building.

### **Educational Display Break Down**

**Size:** ½ poster board (14"x22) Full Poster Board (22"x44") or Trifold (18" x 24", 28"x 40" or 36" x 48). Foam boards are also acceptable.

**Purpose:** Must attract the viewer's attention, hold their attention for a period of time, and teach them something.

**Viewing:** Must be legible from 5 feet Minimum

**Content:** Multiple thoughts on a common subject

**Content Accuracy:** Contents MUST be accurate

**Data Source:** Must be listed on the back. Source must be reliable (no Wikipedia) Points will be deducted. Google and Internet are not a source either, please give website address.

## **Large Display**

Generally, an Informational type of display but in a size larger than a Trifold. These requirements special permission as they are generally too large to turn into the extension office for judging. Project must be finished by turn in day and a picture must be emailed to the superintendent to show proof of completion.

## **3D clothing Project Display**

A shirt or other clothing; 4-H related (Like a 4-H shirt you designed) with a poster (Educational Style) that goes with your display.

## **Promoting 4-H**

Any style poster that educates the public about 4-H or promotes 4-H.

# Digital Posters (Educational or Informational)

If Cricut, Silhouette, Canva, or any other design software is used, exhibitors must select “Digital” at the time of registration.

The form exhibitors must print and attach to the back of the poster needs to be placed in the bottom-left corner (when the poster is laid face down). It must be clearly marked “Digital” and must indicate whether the poster is Educational or Informational.

Digital posters must follow the same size guidelines as informational, Educational, or Trifold poster requirements.

Posters displayed in the barns and not competing for a buckle may be entered in this department. Posters competing for the buckle must be entered in the STEM department and displayed in the 4-H Building.

## General Information

**Visibility:** Your poster should be easily read from 5-20 feet away, depending on the type

Letter Size For Visibility		
Viewing Distance	Minimum Letter Size	Line Thickness
10 Feet	½ inch	3/32 inch
20 Feet	¾ inch	1/8 inch
50 Feet	2 inches	5/16 inch

## Things to Remember

- 1. Plan Ahead:**
  - Double and triple-check all aspects of your project before you begin. Planning ahead ensures a smooth and organized execution.
- 2. Conciseness:**
  - Keep your content brief and to the point. Focus on conveying the essential information without unnecessary details.
- 3. Neatness Matters:**
  - Ensure a neat presentation in all aspects of your poster, from layout to writing. A clean and tidy poster is more visually appealing.
- 4. Add Color:**
  - Enhance the visual appeal of your poster by incorporating vibrant and appropriate colors. However, be mindful not to overwhelm the viewer.
- 5. Accuracy is Crucial:**

- Pay close attention to spelling, grammar, and factual accuracy. Inaccuracies can impact the credibility of your poster.
6. **White Space Balance:**
    - Embrace white space on your poster for clarity and readability. Uncluttered posters are easier to understand. However, maintain a balance to avoid excessive white space; ensure a visually balanced layout.
  7. **Consistency is Key:**
    - Maintain consistency in your design elements, such as font styles, sizes, and color schemes. Consistency contributes to a cohesive and professional-looking poster.
  8. **Engage Viewers:**
    - Aim to capture viewers' attention with engaging content. Use visuals, graphics, and concise text to communicate your message effectively.
  9. **Seek Feedback:**
    - Before finalizing your poster, consider seeking feedback from peers, mentors, or instructors. Fresh perspectives can help improve your project.
  10. **Test Readability:**
    - Ensure that your poster is easily readable from a distance. Test its visibility to guarantee that important information is clear to viewers.
  11. **Reflect on Balance:**
    - Reflect on the balance of your poster design. Ensure that visual elements are evenly distributed, creating a harmonious and organized appearance.

By keeping these key points in mind, you'll enhance your chances of creating a visually appealing, informative, and well-received poster.

## Dos & Don'ts:

### Dos:

1. **Original Content:** Create original content and avoid the use of copyrighted or registered materials. Using commercial cartoon characters, company logos, or trademarks will result in disqualification.
2. **Spelling and Grammar:** Check your spelling and grammar carefully. Misspelled words or incorrect punctuation may affect your ribbon placement.
3. **Planning Layout:** Plan the poster layout before starting your work. Adjusting the layout after gluing may be challenging.
4. **Secure Attachments:** Ensure all items attached to the poster are securely glued, including edges. Use rubber cement for secure attachment; absolutely no staples are allowed.
5. **Translation Accuracy:** If you use a second language, ensure that all words are translated accurately.
6. **Age-Appropriate Content:** Make sure the content of the poster is suitable for the exhibitor's age group.
7. **Department Relevance:** Ensure the content is applicable to the department being entered.
8. **Simplicity:** Keep the poster design simple and easy to understand.
9. **Promotion Guidelines:** Remember that 4-H cannot and will not promote the use of drugs, alcohol, and tobacco.

## Don't:

1. **Avoid Phrases:** Do not use phrases such as "DID YOU KNOW?" in your poster.
2. **Avoid Copyrighted Materials:** Do not use any copyrighted or registered materials, including commercial cartoon characters, company logos, or trademarks.
3. **Spelling and Grammar Mistakes:** Avoid submitting posters with misspelled words or incorrect punctuation, as it may impact your ribbon placement.
4. **Staples Prohibition:** Absolutely do not use staples for attaching items to the poster. Use rubber cement for secure and clean attachment.

## Tips for Creating an Effective Poster:

1. **Source Reliability:**
  - Utilize credible sources for information. Avoid using Wikipedia, as it may result in point deductions. Rely on reputable references to enhance the reliability of your content.
2. **Color Scheme Selection:**
  - Choose a visually appealing color scheme for your poster. Harmonious color combinations enhance readability and make your poster more attractive to viewers.
3. **Clear Writing or Computer Use:**
  - Ensure your writing is clear and legible. If you struggle with penmanship, consider using a computer to type your content. Clarity in presentation is key to effective communication.
4. **Readable Fonts:**
  - Select fonts that are easy to read. Avoid overly ornate or intricate fonts that may hinder comprehension. Prioritize clarity to ensure your audience can grasp the information effortlessly.
5. **Font Size Guidelines:**
  - Adhere to font size guidelines. A 72pt font is approximately equal to 1 inch in height. Maintain an appropriate font size to ensure that your text is easily readable from a distance.
6. **Consistency in Fonts:**
  - Maintain consistency in font choices throughout your poster. Using a cohesive set of fonts contributes to a polished and professional appearance.
7. **Visual Hierarchy:**
  - Implement a visual hierarchy to guide viewers through your content. Prioritize key information using font sizes, colors, and layout to emphasize important details.
8. **Balanced Layout:**
  - Create a balanced layout that distributes content evenly. Avoid overcrowding and ensure that each element has sufficient space for clarity and visual appeal.
9. **Graphics and Images:**
  - Incorporate relevant graphics and images to enhance understanding. Ensure that visuals are high-quality, contributing positively to the overall design.
10. **Proofread:**

- Before finalizing your poster, thoroughly proofread for errors in spelling, grammar, and content. A well-proofread poster demonstrates attention to detail and professionalism.

By incorporating these tips, you can create a visually appealing and effective poster that effectively communicates your message to the audience.

## WHAT GOES ON THAT BACK OF YOUR POSTER?

- Please complete this template, print the document, cut it down, and attach it with glue to the bottom left-hand corner of the poster. This facilitates easy identification during judging and pickup.

Name:	
Age:	
Club Name:	
Years in 4-H:	
Years in Project:	
Class (Check Class):	<input type="checkbox"/> Cloverbud <input type="checkbox"/> Junior <input type="checkbox"/> Intermediate <input type="checkbox"/> Senior <input type="checkbox"/> Grange
Division (Circle one Letter):	A.) Educational Display B.) Informational Display (MUST BE ON YOUR ANIMAL PROJECT) C.) Graph/Chart D.) Three or more posters in one display E.) Trifold F.) Large Display (MUST CONTACT SUPERINTENDENT) G.) Promoting 4-H H.) 3D Clothing Display I.) Digital Posters (if displayed in your barns & not competing for the buckle, otherwise they must be entered into the stem department if you are competing for the buckle and the poster stays in 4-H Building)
Digital Posters (circle one)	A.) Educational Display B.) Informational Display (MUST BE ON YOUR ANIMAL PROJECT)
Title/Description:	
Sources:	
Leader Signature:	