

Educational Displays and Posters – General Information and Criteria

Educational Display and Educational Poster exhibits provide an opportunity for 4-H members to express views and ideas learned through their 4-H project work. These exhibits must/should

- Illustrate a single basic idea;
- Catch viewers' attention long enough to introduce them to the subject; and/or
- Impress viewers with a specific message and arouse a response.

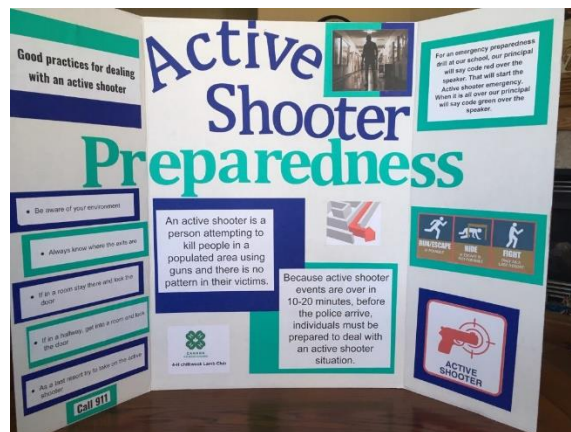
**** Note:** Some specific project areas include additional or specific requirements for educational displays and posters. Educational display and educational poster criteria in this section are superseded by specific rules in those project areas.



Educational Display

Educational displays introduce viewers to a subject by illustrating an idea or fact. Educational displays are not posters; however, youth may use a tri-fold poster board. Educational displays require in-depth information on a topic. Displays may take the form of a three-dimensional object, scale model, a notebook, etc. Youth may produce exhibits in any appropriate medium (watercolor, crayon, ink, etc.).

FYI: Size restrictions on educational displays are approximately 4 x 6 feet.



Score Sheet for Educational Display (what your display will be judged on):

Content: Explores an idea, fact or experiment. Exhibit educates the viewer and is easy to understand. Logical and sequential. Information is true, accurate, and complete.

Design: Presentation is displayed in an appropriate format (poster, display board, notebook, 3-dimensional model, actual product, etc.). Display materials are pleasing to the eye – color, line, spacing, shapes, forms.

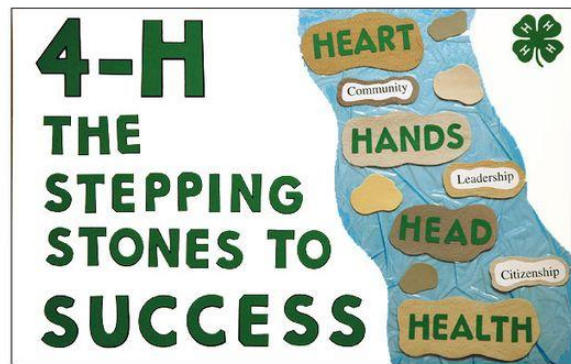
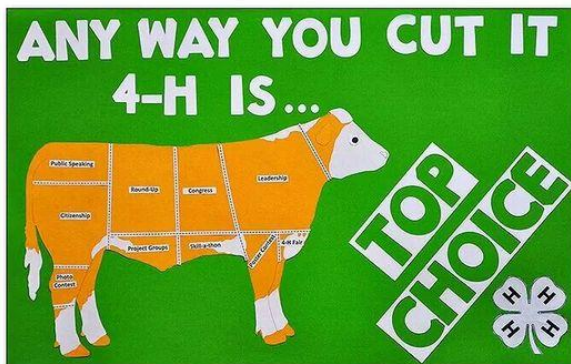
Originality: Evidence of creative and independent thought, skills and work.

Workmanship: Neat, readable – good grammar and punctuation. Lettering or photos/diagrams/charts are clear, readable, appropriate size.

Educational Poster

Educational posters must be on 14 x 22 inch poster board with a vertical (portrait) or horizontal (landscape) orientation. Educational posters:

- 1 inch margins around the edge of the poster;
- May be done in any medium (watercolor, crayon, ink, etc.);
- Utilize elements and principles of design;
- Have margins on four sides; except in artistic instances (e.g., a graphic representation of a road running off the edge of the poster).



Score Sheet for Educational Poster (what your poster will be judged on):

Attracts Attention: Poster is attention getting. Arouses interest in the topic. Simple and direct.

Conveys Message: Expresses one basic idea. Message is easy to understand. Accurate and true. Dynamic message, persuasive.

Elements and Principles of Design: Color, line, shape, form, texture. Emphasis, balance, rhythm, proportion, scale, variety and unity.

Originality: Creative use of language, slogans. Presents an original point of view. Independent thought.

Workmanship: Neat, well done and of overall good quality. Appropriately constructed within requirements and for purpose.



Helpful Hints for Making an Educational Display or Poster



Planning: Before you begin working on your poster, there are some things you should think about.

- Select a 4-H Project Area (*choose something you want to learn about, or are an expert at*)
- Choose a subject/topic within your selected 4-H Project Area.
- Determine what message you want to get across or what you want to teach. (Often times your subject area is too broad and will need to be narrowed down.)
- Select a title that is short, simple and will attract attention.

Presentation: Your poster/display should be neat, well organized and easy to read. The layout should be simple and uncrowded.

- Make sure your exhibit meets size requirements for an educational poster/display.
- Remember that your margins need to be the same all around your poster/display.
- Is your message brief, direct and clear?

Colors:

- Choose a color combination that allows for easy reading. Consider the contrast between your background and lettering.

Dark letters on a light background.

Light letters on a dark background.

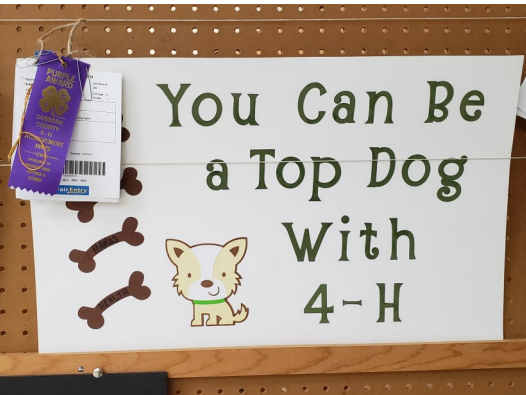
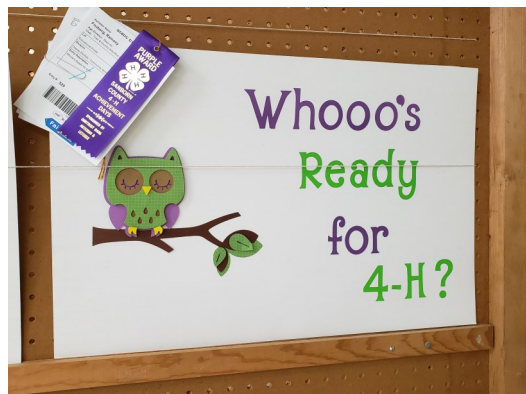
Avoid color combinations that are not easy to read from a distance.

- Avoid using too many colors; limit it to 2 or 3 colors, with 1 being dominant.
- Neutral or soft colors are best for backgrounds (grays, light greens, light blues, pale yellows, white).
- Bright or intense colors are best for smaller areas or center of interest (bright yellows, reds, oranges).
- Dominant colors are best for the lettering (black, dark blue).

Lettering:

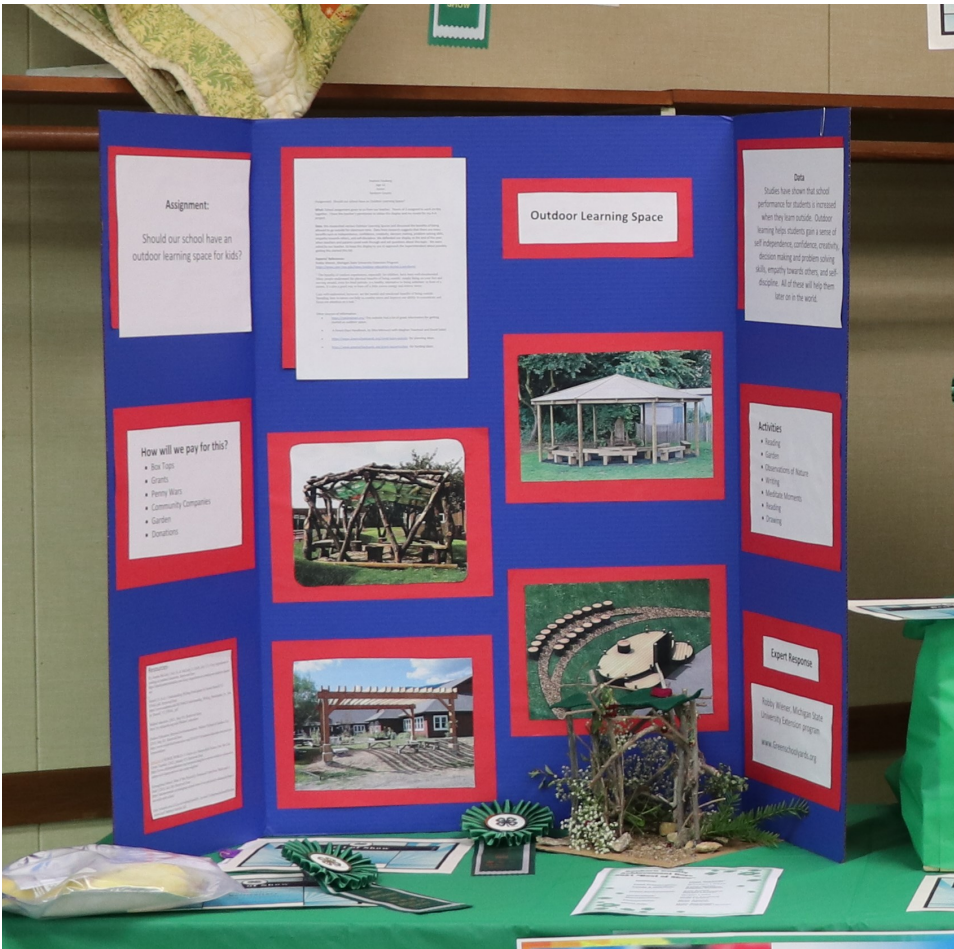
- Your poster **Title** should be in **Large Print** so it can be easily read at a distance.
- Select type that is simple, clear and well spaced.
- Consider line thickness and letter size so that your lettering is easy to read.
- Don't use all uppercase letters (ALL CAPS) except for occasional headings. All CAPITALS tend to shout at the audience and are more difficult to read.
- CAPITALS and fancy script should only be used to emphasize an important word or phrase.
- Different colored lettering may be used to emphasize a special word or phrase.

Putting it all together: Check all of your work before attaching anything. Neatness is critical!



Educational Poster Ideas





Educational Display Ideas

