

ANNOUNCING

1978

4-H Poster Contest

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A poster is more than a coat label or street sign. It suggests action.

Signs attract attention in order to identify something, offer directions, or issue a command. A poster does more. It tells you to act now.

Charts usually require a person to explain them. A good poster is self-explanatory: it speaks for itself.

Posters make people Stop, Read, and Remember. Effective posters (1) attract attention, (2) focus your interest on the idea, and (3) sell you on taking action.

Guidelines for Participation

1. 4-H'ers are encouraged to submit poster designs in any of these theme areas:

4-H — For All Ages

Put Your Energy In 4-H

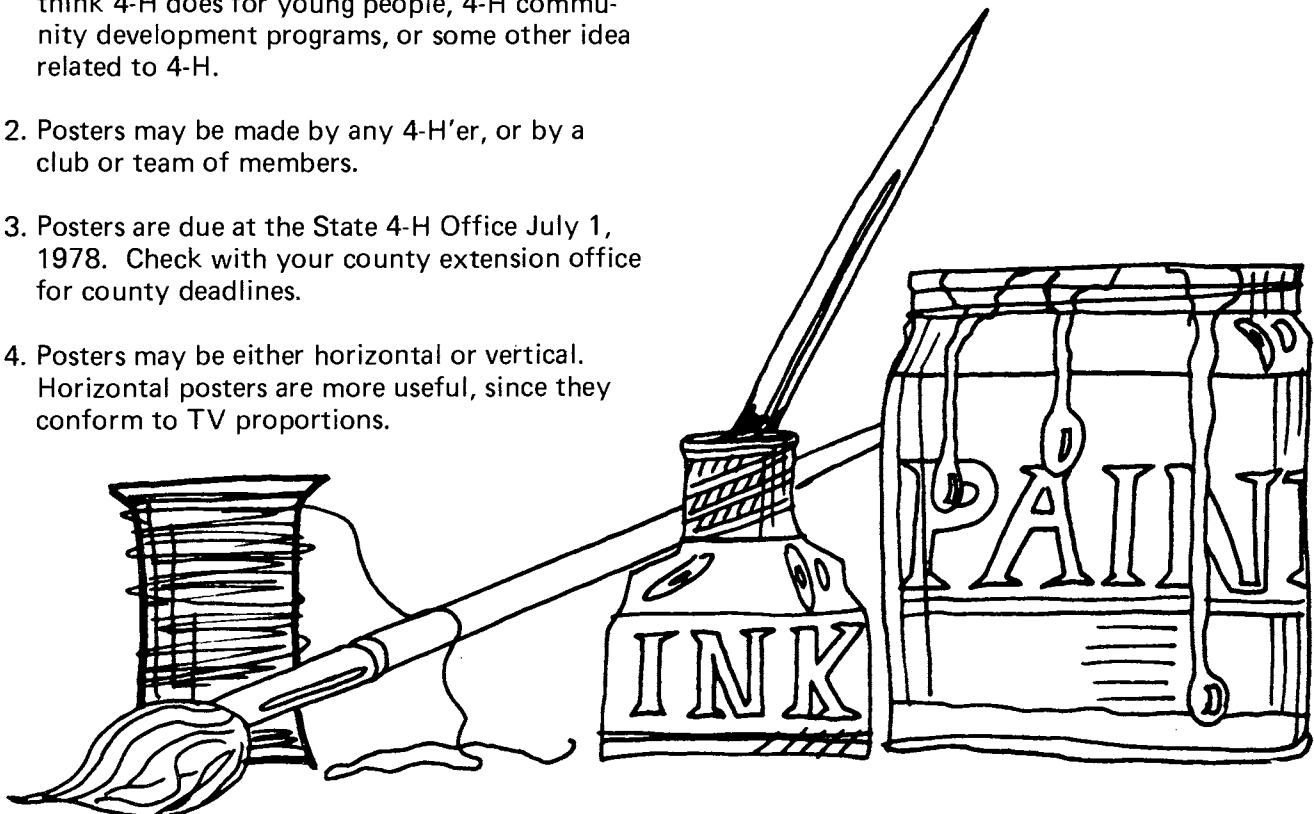
Open Theme: 4-H members create a poster and a theme to go with it

Using these themes, you can show what you think 4-H is, what you do in 4-H, what you think 4-H does for young people, 4-H community development programs, or some other idea related to 4-H.

2. Posters may be made by any 4-H'er, or by a club or team of members.
3. Posters are due at the State 4-H Office July 1, 1978. Check with your county extension office for county deadlines.
4. Posters may be either horizontal or vertical. Horizontal posters are more useful, since they conform to TV proportions.



5. Posters must be designed on or affixed to standard poster board 14" x 22" dimensions. Posters may use any medium: watercolor, ink, crayon, acrylic, charcoal, oils, or collage. They may not be three-dimensional.
6. The 4-H member's name, age, address, and county, and a brief interpretation statement should be clearly written on the back of each poster in the upper left-hand corner.
7. Well-known cartoon figures—such as Snoopy, Orphan Annie, Charlie Brown, etc.—cannot be used because they are copyrighted.
8. Three entries will be selected at the state level for the national exhibit to be exhibited at the 1978 National 4-H Congress in Chicago.



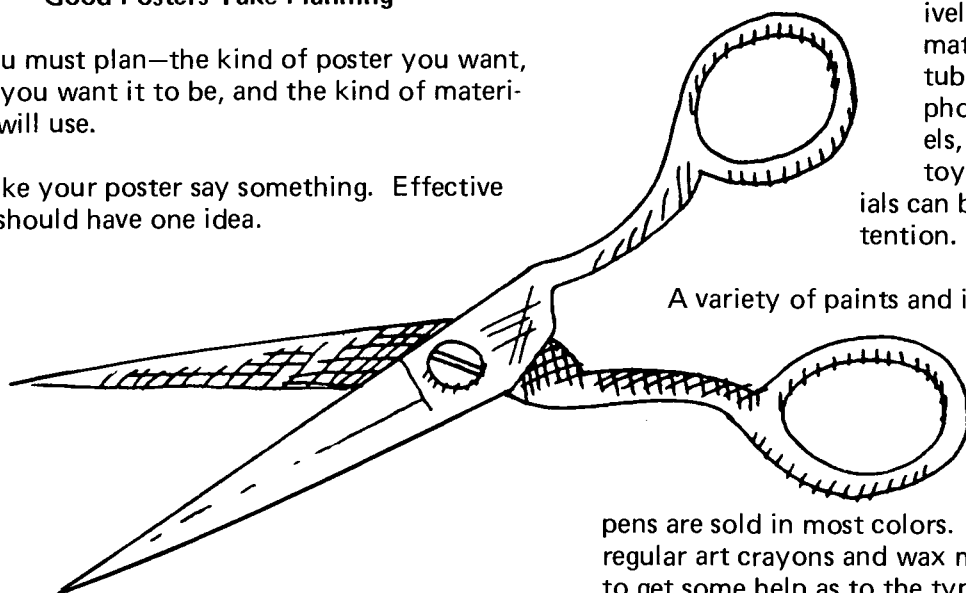
9. Posters submitted to National 4-H Council will become the property of the National 4-H Council and will not be returned.
10. Recognition certificates will be awarded to county, state, and national participants courtesy of Coats & Clark, Inc.

Plain white or brown wrapping paper is the cheapest material. Although it lacks stiffness, you can make attractive posters with it. Colored construction paper, colored art board, and special colored paper can be bought in an art store. Construction paper is most useful for cutouts to be pasted on other backing or for special effects.

Good Posters Take Planning

You must plan—the kind of poster you want, the size you want it to be, and the kind of materials you will use.

Make your poster say something. Effective posters should have one idea.



If you need just a few posters, you can effectively use three-dimensional material like cardboard, tubes, paste-on ribbons, photographs, paper models, buttons, cloth, or toys. Many other materials can be used to attract attention.

A variety of paints and inks is available. Waterproof India ink is most common. Quickdrying, thin inks in self-contained felt-tipped brushes are sold in most colors. You may also use regular art crayons and wax marking pencils. Try to get some help as to the type of brushes you buy. For lettering with a brush, you might use good showcard or "tempera" colors.

Have the reason for the poster clearly in mind before you start. Know what idea you are trying to tell people. Whom do you want to read the poster?

Decide where you will display your poster and how many copies you will need.

Think about your basic design before you start. Cut out all the parts or make a drawing of how it should look before you put it together.

Keep in mind the materials you plan to use—crayons, watercolors, paste, construction paper, photographs, chalk, string, etc.

Make your message brief and direct. A person should be able to read it at a glance.

Materials You Need

With posters done by hand, you can exercise more control over material, size, color, lettering, and design. The materials you need for handmade posters depend on the number of posters you plan to make, their size, and how you plan to use them.

Size and Color

A poster's size is determined partly by where you display it. Small posters—10 x 14 inches—are all right in a corridor where people pass nearby. But posters used outside must be large to attract attention at greater distances. In any case, avoid an exact square shape.

Simplified spacing guide for different letters—



SPACING



Selecting colors can be tricky. For lettering on a white or light background, black, red, green, and blue are good choices. But avoid such combinations as blue on orange, red on green, purple on yellow, or vice versa.

Plan Your Lettering

Small letters are more easily read than capitals. Use capitals only for emphasizing an important phrase or word or to give variety. And save fancy or script letters for catching the attention of the viewer.

The ratio of a letter's height to its width (using a capital as a guide) usually should be about 5 to 3. Judge size of lettering by the intended size and location of the poster. For example, on a 22 x 28 inch poster, make the largest letters about 3½ inches high and 2 inches wide; make the smallest letters about ½ inch high.

Space letters by eye, not mechanically. Generally, leave the same area (not the linear distance) between letters. You may make letters within words relatively close together but leave more space between words.

Gummed cutout letters are available at art stores or you can make and paste on your own letters. Be careful that such letters do not spoil your overall effect.

After you decide on an idea for your poster you may need help.

Your school art teacher might advise you about design and layout. The teacher might even be happy to have some practical work for his or her class. Or, contact the person who arranges displays for a department store in your town.

An older 4-H member, your 4-H leader, or the creative arts leader can also help you. The person you ask for help must have a well-planned idea from you . . . and perhaps a large measure of tactful guidance . . . if the finished poster is to be worth the person's efforts.

Color Combinations

Contrast is one of the most important considerations in determining color combinations for posters. Use dark letters on a light background or light letters on a dark background. For example, if you want to use white letters against a blue background, make sure that the background is dark blue rather than light blue. A dark background will provide enough contrast to white letters to make your poster easy to read. If, on the other hand, you want to use a light background, choose letters of black or some other dark color. An example of this combination would be dark brown letters on yellow or dark green letters on light green. Experiment with colors until you find a combination that is pleasing, suitable for the subject matter, and easy to read.

Letter Sizes and Their Effectiveness

<u>Size</u>	<u>Viewing Distance</u>
¼ inch	8 feet
½ inch	16 feet
1 inch	32 feet
2 inch	64 feet

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