

Class No.

10503 Communication Posters

Poster Exhibit Evaluation Criteria

Audience

• Did you consider the following characteristics of your audience as you prepared your poster?

- Age
- Urban or rural background
- Ethnic background

• Where else (besides the fair) can you display your poster to communicate your message to your intended audience?

Message

Headline, body copy

- Is your message brief and direct? Have you used only key words or phrases to send one message?
- Have you researched the theme enough to support the headline with accurate body copy and appropriate visuals?
 - Is the headline large enough or positioned on the poster so that it grabs the audience's attention? (On a 14 x 22-inch poster, the letters of the theme should be 1-1/2 to 3 inches high and 1/4 to 1/2 inch thick.)
 - Is the lettering size, style and color easy to read? (Body copy letters should be 1/4 to 1/3 the height of the title letters.)

Visuals: pictures, drawings

- Does the visual appeal to your audience?
- Does the visual reinforce or carry through the message of your theme?
 - Is the visual **original**, simple, compelling, to the point?
 - Does not include any copyright design or material?
 - Is the visual proportional to the size of your poster, headline and body copy?

Layout

- Does the poster look too crowded? (If less than 20% of the poster is open space, your poster may be too crowded.)
 - Does the poster have a strong center interest?
 - Are the headline, visual and body copy (the three elements) balanced? (Layout balance is achieved by positioning the headline, visual and body copy and using blank spaces round those elements.)
 - Does the poster use color, texture, shape and size in a pleasing combination?
 - Can the poster, as assembled, withstand long periods of display?

Overall Poster Appearance

- Does your poster attract attention, focus interest on the theme, sell your audience on taking action?

Horticulture Department

1. See 4-H Exhibit Building Rules.
2. Each exhibitor may make one entry per exhibit idea except where noted.
3. White paper plates (which you furnish) should be used to contain most of the entries.
4. Attach entry tag through a hole near edge of plate logically and securely.
5. Evaluation will be based on condition: specimens should be clean and free from blemishes. Uniformity: specimens should be uniform in size, maturity and color. Form: form should be typical of the variety, regular and smooth. Size: specimens should be medium to moderately large size (very large or very small specimens rate low). Color: color should be typical of the variety and uniform throughout.
6. Be sure to check publication 4-H 462 "Harvesting and Preparing Vegetables for Exhibit" for proper exhibit preparation.
7. Premiums awarded as stated in 4-H Exhibit Building Rules.

8. **Only Class 711A Horticulture** (See description under Agriculture and Natural Resources) is eligible for State Fair.

9. Horticulture goal sheets (yellow) are needed for each exhibit of vegetables, fruits, herbs and individual flowers. These class numbers are 121-150.

- 121 - Plate of 3 beets
- 122 - One head of broccoli (or 3 side sprouts)
- 123 - One head of cabbage
- 124 - Plate of 3 carrots
- 125 - Plate of 2 cucumbers (slicing)
- 126 - Plate of 5 cucumbers (small pickling)
- 127 - Plate of 2 dill
- 128 - Plate of 3 garlic
- 129 - Any herb sprig in water - May have two different entries
- 130 - Plate of 2 Kohlrabi
- 131 - One plant lettuce, leaf (in water)
- 132 - Plate of 3 onions (dried)
- 133 - Plate of 3 green onions
- 134 - Plate of 6 peas
- 135 - Plate of 6 peas (edible pod)
- 136 - Plate of 2 hot peppers
- 137 - Plate of 2 sweet peppers
- 138 - Plate of 3 potatoes
- 139 - Plate of 3 rhubarb
- 140 - Plate of 6 snap beans
- 141 - One plant spinach (in water)
- 142 - Plate of 2 summer squash
- 143 - Six leaves Swiss Chard (in water)
- 144 - Plate of 5 cocktail, grape, or cherry tomatoes, any color/ripe
- 145 - Plate of 3 tomatoes true to their variety
- 146 - Plate of 10 fruit (all same variety)
- 147 - Plate of unusual vegetables - May be any vegetables not listed above. Include a reasonable amount of one or more kind.
- 148 - Jumbo vegetables - Potato, tomato, cucumber, summer squash

149 A single specimen of flower - Grown by the member exhibited in a small container with water to keep fresh (may have two different entries).

150 Vegetable or flower variety - Attach to yellow goal sheet some type of verification that the variety is new, show a seed packet, picture from seed catalog, etc.

4-H Exhibit Goal Sheet (Blue Goal Sheet) needed for classes 151-152.

151 One jar of canned vegetables - (Two separate entries of different kinds per person allowed.) Must tell process used. Call Extension Office for PM 1044 bulletin for correct procedure.

152 One jar (or glass) canned fruit, jelly or jam from fruit grown by the garden project member and canned by her/him with or without help - (May have two different entries). Call Extension Office for PM 1366 bulletin on correct procedures. Must list process used.

****Need to complete either 4-H Exhibit Goal Sheet or Horticulture Goal Sheet for classes 153-156.**

153 Fresh Arrangement - A decorative arrangement of fresh flowers and/or plant materials - Made by the member from materials grown by the member. This creation must be different from an arrangement entered by the member in the home improvement division.

154 Bucket of Flowers (county only) - Bucket/container planted and arranged by 4-H club members or individual. Minimum size container is 5 quarts; maximum, 5 gallons. Bucket/container can be container of annual or perennial flowers.

155 Houseplants - May include any houseplant in bloom, any houseplant grown for its foliage (may include one or more plants of the same kind in the same container), cactus or succulent, vining plant, dish garden (with three or more plants.) Plants must be owned and cared for by exhibitor at least 3 months prior to fair. (Two entries allowed.)

156 A display of vegetables - Raised as the result of work done in 4-H. May include from one to five different kinds or species of vegetables, prepared and displayed as recommended in publication 4-H 462 "Harvesting and Preparing Vegetables for Exhibit." Vegetables are to be judged on the standards listed in the above publication on an individual species basis.

Science, Engineering & Technology

All exhibitors are responsible to read and comply with 4-H exhibit building and Iowa State Fair "General Exhibit Rules" page 18.

CLASS DESCRIPTION: Most exhibit classes have specific guidelines and requirements that will be included in the judging process. Members are highly encouraged to go to <http://www.extension.iastate.edu/4h/projects> to find information about judging criteria for exhibits that they create from their 4-H project learning.

10601 Mechanics - Any exhibit that shows skills or learning in automotive, electrical, small and large engines, tractors, welding, and restoration.

10602 Woodworking - Any exhibit that shows learning about wood, woodworking techniques, and safe uses of woodworking tools and machines. Exhibits may include newly constructed or refinished/reclaimed/restored wood items.

10603 Science, Engineering & Technology - Any exhibit that shows learning about or helps explain how science and technology help us interact with the world. Topics include aerospace, biological and chemical sciences, computers & networking, earth & climate, geospatial mapping (GPS/GIS), robotics, or any other application of Science, Engineering, or Technology.

Science, Engineering & Technology Special Rule: Exhibitors entered in the 4-H Science, Engineering & Technology classes may not enter in similar FFA Ag Mechanics classes and vice-versa.

Agriculture and Natural Resources

All exhibitors are responsible to read and comply with 4-H exhibit building and Iowa State Fair "General Exhibit Rules" page 18.

CLASS DESCRIPTION: Most exhibit classes have specific guidelines and requirements that will be included in the judging process. Members are highly encouraged to go to <http://www.extension.iastate.edu/4h/projects> to find information about judging criteria for exhibits that they create from their 4-H project learning.

Class No.

10201 Crop Production - An exhibit that shows learning about the growth, use, and value of field crops.

10202 Environment and Sustainability - An exhibit that shows the connections between humans and their environment including energy stewardship, conservation, entomology, fish and wildlife, or forestry. Includes collections.

10203 Horticulture - Includes Home Grounds Improvement.

An exhibit that shows learning about the growth, use, and value of plants, small fruits, vegetable and flower gardens, and landscape design. (Garden crops and herbs are exhibited in classes in the 4-H Horticulture Department under 4-H Livestock.)

10204 Outdoor Adventures - An exhibit that shows learning about backpacking, biking, camping, canoeing, fishing, hiking or other outdoor activities.

10205 Safety and Education in Shooting Sports - An exhibit that shows learning about safe and responsible use of firearms and archery equipment or wildlife management. (The exhibit may not include actual firearms, archery equipment allowed if tips are removed from arrows).

10206 Other Agriculture and Natural Resources - An exhibit that shows learning about agriculture or natural resources and does not fit in any of the classes listed above.

Animals

All exhibitors are responsible to read and comply with 4-H exhibit building and Iowa State Fair "General Exhibit Rules" page 18.

CLASS DESCRIPTION: Most exhibit classes have specific guidelines and requirements that will be included in the judging process. Members are highly encouraged to go to <http://www.extension.iastate.edu/4h/projects> to find information about judging criteria for exhibits that they create from their 4-H project learning.

Class No.

10101 Animal Science - An exhibit (other than the animal itself) that shows the learning about a large or small animal including beef, dairy cattle, dairy goats, dogs, horse & pony, meat goats, pets, poultry, rabbits, sheep and swine. Ownership of any animal is not required.

10102 Veterinary Science - An exhibit that shows learning about keeping animals healthy.

FFA Science and Engineering Department

1. Note fair schedule for entry check-in and judging times.
2. Each article exhibited must be the work of an active FFA member and a product of the current chapter year.
3. Each exhibit must be the result of a different learning experience.
4. The exhibitor should be present for judging. If this is not possible, each exhibit must have a 3x5 inch card or a folder which includes:
 - a. What was your exhibit goal(s)?
 - b. How did you go about working toward your goal(s)?
 - c. What were the most important things you learned as you worked toward your goal(s)?
 - d. Do you have ideas of what you would like to do in this project area next year?

If these requirements are not met, the ribbon rating will be lowered one placing.

5. All exhibits are to be labeled only with the official entry tag.
6. There is a limit of seven (7) entries.
7. Class descriptions are listed under the Science and Engineering Department, 4-H & FFA.

