

A. INFORMATION GIVEN AND IDEA EXPRESSED

1. Theme: Does the poster attract attention, focus your interest on the idea and motivate you to take action? Is the message brief and direct?
2. Simplicity: Is the poster limited to one idea and readable at a glance?
3. Originality: Does the poster convey an original idea?

B. ART, DESIGN AND LETTERING

1. Pleasing Composition, Attractive: Is the poster well-balanced and neatly done? Is the size in accordance with the contest rules?
2. Dynamic, Eye-Catching, Original: Does the poster cause viewers to stop and read it? Is originality used in combining the design and style of lettering to catch the viewer's attention?
3. Neat, Easily Read Lettering: Is the lettering neat and large enough to be easily read? (14 X 22-inch posters should have letters from $\frac{3}{4}$ to $1\frac{3}{4}$ inches high.) Is the ratio of letter height to width (usually 5 to 3) adequate? Are letters well-spaced?
4. Use of Color: Are color combinations pleasing? Do colors provide enough contrast to be readable? Are colors used for emphasis?

C. CONSTRUCTION

1. Materials: Texture, Shape, Size: Are different textures and shapes used to add variety to the poster? Are cutouts, sketches, etc. of comparable sizes?
2. Durable Enough to Withstand Shipping: Is the poster made from poster paper, poster-board or other material durable enough to be hung without damage?

Tennessee 4-H Winners (~~Bryson Vaughn~~ - ~~Reagan Bain~~ - ~~Lilly Turaski~~ - ~~Lance Mobley~~ clockwise)

