

BOOTH AND BANNERS



BANNERS

Judging Standards

GENERAL APPEARANCE 10%

- Neat and well balanced
- Correct size
- Relates to 4-H or FFA work
- Pleasing in color
- Selection and use of materials enhance the banner

APPEAL POWER 40%

- Banner title is short and suggests action
- Banner title has the power to attract attention
- Banner holds the attention of the audience
- Colors and symbols used to capture attention

MESSAGE 40%

- Has only one story or central theme
- Is of current interest
- Is simple and clear
- Is an appropriate message for 4-H and/or FFA
- Is accurate

WORKMANSHIP 10%

- Written information is easy to read, and with no errors
- Banner is neatly constructed and assembled
- Letters and symbols are well proportioned to each other and the banner

Placing/Ribbon _____

Name _____

County _____

Club _____

Years in 4-H _____

Age _____

4-H BOOTH AND BANNERS
Judges Score Card

| | Excellent | Good | Needs to be Improved | Comments |
|---|-----------|------|----------------------|----------|
| GENERAL APPEARANCE SIMPLICITY COLOR BALANCE | | | | |
| APPEAL POWER EFFECTIVE TITLE ATTRACTS ATTENTION HOLDS INTEREST | | | | |
| MESSAGE CONVEYS THE MESSAGE SUITABLE SUBJECT | | | | |
| WORKMANSHIP MATERIALS USED NEATNESS CONSTRUCTION | | | | |

JUDGING BOOTHS AND BANNERS AND FLOATS

1. Know Principles of Good Design

- a. Balance - Balance refers to the arrangement of the elements in an effort to achieve a pleasing distribution of weight within the layout. Balance may be formal or informal.
- b. Eye Direction - Concerned with “leading” the reader from one element of the exhibit to the other.
- c. Proportion - Proportion is the division of the objects within the space available; giving proper emphasis and achieving an artistic effect.
- d. Unity - Refers to relating or grouping the elements to achieve a unified composition.
- e. Contrast - Applies on both an external and internal basis. Avoidance of monotony in the shape of elements and their arrangement.
- f. Harmony - Elements should combine to form a harmonious whole.

2. Booth and Banner and Float Titles

- a. Should be short, limited to 4 or 5 words
- b. Active words, verbs communicate best
- c. Four possibilities for titles that attract
 - A personal approach - “4-H Is Looking For YOU!
 - Action words - “Sharpen YOUR Skills in 4-H!
 - Ask a Question - “Are You Bored? JOIN 4-H!
 - A Play on Words - “Spin Wheels For 4-H Bike Safety!
- d. Place title at top of exhibit; eye level. Never put title on the floor.

3. Background Materials

- a. Sets the scene for the exhibit.
- b. May use various textures. Should be appropriate.
- c. Wall coverings, contact papers, newspaper can be used.
- d. Neutral background is often the best. It helps to avoid cluttered appearance.

4. Devices to Attract Attention

- a. Actual objects and models can be used effectively.
- b. Electrically or battery-operated devices attract attention. Be sure equipment is in excellent working condition.
- c. Special lighting can be used.
- d. If illustrations are used be sure to select photographs or other pictures that are at least 8x10 with a matte finish for good visibility.
- e. Simple line drawings and cartoons have wide audience appeal.
- f. Select only one point of interest.
- g. Balance of materials can be formal or informal.
- h. Proportion is so important; size of objects in the exhibit and how these relate to each other.

5. Lettering

- a. Use professional devices, letters to do lettering. Use stencils, transfer letters, lettering kits or special tools. Rarely can an amateur create an effective sign without hours and hours of practice.
- b. Be consistent in lettering style. Olde English is very difficult to read.
- c. Don't mix colors in a sign.
- d. Lower case letters are easier to read than all capitals.

6. Use of Space

- a. Less is best, not more. Allow for space between objects and within all of the exhibit. Too much will cause confusion and viewers will lose interest.
- b. The exhibit should be clean, clear and sharp. Don't ever try to "overkill" with too much message or too much display.

7. Use of Color

- a. Warm colors such as red and orange advance.
- b. Cool colors like blues and greens recede and are calm and restful.
- c. Have one dominant color and use one or two accent colors.
- d. Check colors selected under lighting to be used because different lighting will affect color.
- e. Grays, greens and blues in pastel shades are excellent background colors.
- f. Use bright intense colors for smaller areas and possibly for center of interest. Red is a good accent color.
- g. Color combinations ranked in order for legibility: (1 is best, 12 is least effective)
 1. Black on Yellow
 2. Green on White
 3. Blue on White
 4. White on Blue
 5. Black on White
 6. Yellow on Black
 7. White on Red
 8. White on Orange
 9. White on Black
 10. Red on Yellow
 11. Green on Red
 12. Red on Green

MAKING THE MOST OF SIGNS

submitted by the Salmon Arm Fall Fair

Signs set the tone: The easiest way to make an area educational is through good signs that deliver clear messages. The use of signs in a display area is critical for delivering clear messages. The use of signs in a display area is critical for delivering key messages. Many people won't stop to talk to a volunteer, but they will read signs as they pass through.

Professional: When you consider the value of bringing in great animals and pens, you don't want to lower the professionalism of the area by having "Hello, my name is Molly" written messily on a piece of bristle board. It doesn't cost a lot of money to make signs look professional today. You can print messages in large font on a computer, take it to a copy shop to be enlarged and laminated for less than \$4 a sign. Budget for some professional looking signs each year. Find a sponsor to donate the signs in exchange for having their logo displayed.

Sign Placement: No animal pen should be without a sign! Label everything, including feeds, equipment, and tools. Place signs where they are visible, but out of reach of animals.

KISS: Keep information on each sign to a minimum, without skipping important messages. Don't overload your display with too many words and numbers. Keep the number of lines on a sign to approximately seven or less. Visitors will not stop to read if there is too much information. Make letters large enough so visitors can comfortably read them from a distance of 12 feet (4 meters).

Color: Use color in your signage, but keep your colors consistent. Keep number of colors to three per sign. Use "bullets" in signs. These get important information across with impact.

Explain what and why: Signage should be factual and focus on what the person is seeing and the rationale behind that practice. Point out the obvious. What may be common to someone from a farm may be foreign to a visitor with no farm background. Display attendants might be unavailable or busy talking to someone else and without signs, opportunities to explain things can be lost.

Avoid industry terms: Agriculture is notorious for technical terms and acronyms. Explain what people are seeing with easy to understand words and definitions for all farming terms. Examples: Change "this is a Hereford heifer" to "this young female cow is called a heifer and is a beef breed called Hereford." Change "this gilt will farrow in 3 weeks" to "this young female pig is called a gilt and she is due to have piglets in 3 weeks."

Interesting points: Keep it informative and interesting by mixing facts with points of interest, such as "did you know that beef by-products enable us to use 99% of each animal? Nothing is wasted."

Pictures: A picture is worth a thousand words. Use pictures wherever possible. Ensure that the pictures are large, simple and to the point. Be very careful in selecting pictures that portray agriculture positively and accurately. Look for pictures with clean animals and pens, bright lighting, and people involved are trying to show. Farm scenes are great to use by animal pens to help volunteers show real examples.

Opportunities are everywhere: Use signs and posters on actual displays and on the walls around the area. Education opportunities don't have to be limited to one location! Put educational messages around the livestock show rings and tie up area. 4-H exhibit areas are excellent locations as well.