4-H TABLE TOP DISPLAYS

Most 4-H project areas where posters and displays can be made have size restrictions. Below are two diagrams that everyone should put in their 4-H files regarding the size of posters and displays. Exhibits larger than these dimensions are not eligible. Also, light-weight tag board does not make a good material for three-dimensional displays because it is not rigid enough to stay standing up. County Fair projects should be planned early so enough time is allowed to construct your exhibit properly.

Three-dimensional displays may not exceed 12 inches deep by 24 inches wide by 36 inches high, EXCEPT WHERE OTHERWISE STATED.

Two suggested sizes are:

A FEW OTHER DISPLAY IDEAS
4-H POSTERS AND DISPLAYS

PURPOSE OF POSTERS AND DISPLAYS:
Provide an opportunity to communicate a skill, idea or new knowledge you have learned through your 4-H project work.

HOW A POSTER OR DISPLAY COMMUNICATES:
A poster or display is more than a coat label or street sign. It suggests actions. 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.

PLANNING AND DESIGNING YOUR POSTER OR DISPLAY
You must plan the kind of poster or display you want, the size you want or need it to be and the kind of material you will use.

Make your poster or display say something. Effective posters and displays should have ONE MAIN IDEA.

Have the reason for the display or poster clearly in mind before you start. Know what idea you are trying to tell people. Whom do you want to read it? What do you want them to know or to do? Where will it be displayed?

Think about the 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, paper, photographs, chalk, string and so on.

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

During planning...
1. Find out who the viewers will be.
2. Decide what you want them to know.
3. Decide what you want them to do.
4. Think of a clever theme and slogan.
5. Try to limit your effort to one main idea.
6. Make a small rough sketch (if possible get help from an artistic person).

To be SUCCESSFUL, it must...
1. Catch the eye of the passerby.
2. Be simple and clear. People glance only briefly and are immediately either "told and sold" or not. Don’t be too wordy.
3. Impress an idea or a fact upon the viewer.
4. Stimulate them to support your idea—to get more information or take an appropriate action.

MATERIALS:
It is suggested that tag board/art board be used for posters. White or colored is acceptable depending on the design of your poster or display. Displays should be made out of sturdy materials that will not sag because of the humidity.

SIZE AND COLOR:
Be sure to check the 4-H Exhibit List for sizes of posters and displays. Projects that are too large may result in a lower ribbon placing.
Selecting colors can be tricky.

**Good Combinations**
- Black and White
- Black and Yellow
- Black and Red
- Red and White
- Blue and White
- Blue and Yellow

**Poor Combinations**
- Black and Blue
- Red and Green
- Yellow and Violet
- Blue and Orange
- Blue and Green
- Red and Orange

**PLAN YOUR LETTERING:**
Small letters are easier to 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 five to three. Judge size of lettering by the intended size and location of the poster. For example, on a 22 by 28-inch poster, make the largest letters about 3 1/2 inches high and 2 inches wide; make the smallest letters about 1/2 inch high.

<table>
<thead>
<tr>
<th>Letter Sizes and Their Effectiveness</th>
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</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
</tr>
<tr>
<td>1/4 inch</td>
</tr>
<tr>
<td>1/2 inch</td>
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<tr>
<td>1 inch</td>
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<td>2 inches</td>
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Space letters by eye, not mechanically. Generally, leave the same area (not just the linear distance) between letters. You may make letters within words relatively close together, but then leave more space between words.

Gummed cutout letters and transfer letters are available at art and office stores. Or, you can make and paste on your own letters. Stencils may also be used, but do not leave letters disconnected!

REMEMBER, a person should be able to read your poster at a glance and understand it.

Keep written materials to a minimum.