



# 4-H POSTER ART CONTESTS



Learn the importance of communicating visually.

## Regular Poster Contest:

- Your poster should be about 4-H.
- Come up with a theme and catchy title, using artwork (drawings, paintings, cutouts, etc.) to illustrate your idea.
- Poster size: 14 x 22 inches (approximately 1/2 of poster board sheet)
- Posters must be HORIZONTAL.
- Your name, school, grade, and teacher must be written on back of poster.
- No copyrighted characters allowed (i.e. Lego or Marvel characters, Nike swoosh, etc.).
- All items on poster should be flat (nothing 3-D).

## Digital Marketing Poster Contest:

- Your poster should be about 4-H
- Come up with a theme and catchy title using graphics and fonts to illustrate your idea.
- Digital posters should be in the landscape (or horizontal) format.
- Digital posters are not photographs of a regular poster but rather computer graphics / design created on the computer.
- Entries should be clear with good resolution (not blurry, grainy, pixelated).
- Examples of programs that can be used for designing your digital poster include, but are not limited to: Google Slides, PowerPoint, Canva, Adobe Illustrator, Publisher
- Must be submitted in PDF or PNG format. **Email to:** [klayton2@utk.edu](mailto:klayton2@utk.edu)

## Winning Poster Tips:

- Use color.
- Use simple words and messages.
- Use the 4-H clover on your poster—stem turns to the right (like the example below).
- Make your lettering easy to read by using stencils, cut outs, bold fonts, etc.
- The internet is a great resource, **but your design must be original.**



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## Poster Examples



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