



Criteria	Points Possible	Points Deducted	Comments
Attracts Attention Poster is attention getting. Arouses interest in the topic. Simple and direct.	20		
Conveys Message Expresses one basic idea. Message is easy to understand. Accurate and true. Dynamic message, persuasive.	40		
Elements and Principles of Design Color, line, shape, form, texture. Emphasis, balance, rhythm, proportion, scale, variety and unity.	20		
Originality Creative use of language, slogans. Presents an original point of view. Independent thought.	10		
Workmanship Neat, well done and of overall good quality. Appropriately constructed within requirements and for purpose.	10		
TOTAL	100		

Please refer to copyright guidelines in preparing 4-H posters.

Circle Appropriate Ribbon Placing

Purple	Blue	Red	White
(100-90)	(89-80)	(79-70)	(69 & below)

Judge's Initials

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