



# GRAPHIC DESIGN



Use your creativity and artistic ability to promote your project area or 4-H program.

4-H'ers are encouraged to develop their visual communication skills by also identifying locations to display their created materials as a means to communicate with external audiences about the 4-H program.

## Description of Categories

Youth are allowed one entry in the Graphic Design competition. The entry should either focus on promotion of 4-H or a 4-H project.

Classes	Description
Brochure	This is a trifold brochure that should contain information on both the front and the back. It should be easily read and printed with 8 ½ x 11" paper.
Flyer	This is an 8 ½ x 11" sheet of paper that will promote your topic of choice.
Other	This is other promotional material such as booklets, bookmarks, postcards, and more.
PowerPoint Presentation	This should contain 5 to 10 slides and a script to accompany the presentation. Include the script for each slide in the "notes" section of the PowerPoint.

Refer to Alabama 4-H Competitive Events on the Alabama Extension website ([www.aces.edu](http://www.aces.edu)) to review the Competitive Events General Policy and the Age & Eligibility Chart.

## LEVELS OF COMPETITION

### Junior Level I:

9 to 11 years old on December 31 of the current calendar year (compete only at local and regional levels).

### Intermediate:

12 to 13 years old on December 31 of the current calendar year (compete only at local and regional levels).

### Senior Level I:

14 to 15 years old on December 31 of the current calendar year.

### Senior Level II:

16 to 18 years old on December 31 of the current calendar year.



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## Rules for Graphic Design

1. This is an individual event. Entries must be completed by exhibitor, and only one entry per youth participant.
2. The entry must be saved as a pdf file, with the exception of the PowerPoint entries. All files should be saved as follows: Last Name, First Name\_County\_Age division\_Class (ex: Clover, Johnny\_Lake County\_Senior\_Brochure)
3. Graphics become the property of Alabama 4-H upon entry and may be used for promotional purposed by Alabama 4-H.
4. No hand drawn entries will be accepted.
5. The entries will be judged on font style and graphics, flow of design, color, educational components, and clear delivery of message.
6. Use of copyrighted or protected characters or logos is prohibited. Use of the 4-H Emblem must be in accordance to the graphic standards set by the USDA.
7. Senior Level 4-H members must submit a community service report. Failure to do so will result in disqualification.

## Community Service

Telling a great story, showcasing projects at a community library, speaking at the local nursing home, or organizing a community cooking or a building blocks workshop are great opportunities to serve others. Serving others helps build your academic skills, learn civic responsibility, and develop leadership. It may also give you a good opportunity to meet new people, publicize 4-H, and practice your communication skills. Alabama 4-H is now requiring all Senior Level 4-H members to add a community service component to all 4-H Competitive Events. Each Senior Level 4-H member will have to complete the 4-H Community Service Report as a part of their project. 4-H members will be disqualified if the community service report is not included.

It is important that you decide what service you can provide, not have a parent or 4-H leader make this decision for you. Groups of young people are encouraged to work together to discover how they can serve their community.





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## Score Sheet

Participant Name: \_\_\_\_\_ County: \_\_\_\_\_

Division (circle):      Junior      Intermediate      Senior I      Senior II

Class (circle):      Flyer      Brochure      PowerPoint      Other

Criteria	Possible points	Points awarded	Comments
<b>Font Style and Graphics</b> Fonts and graphics are complementary. Graphics are appropriate for intended use and are not copyrighted. If emblem is used, it is used appropriately and follows guidelines.	20		
<b>Flow of Design</b> Appropriate white space is used. Design is eye catching and is easy to follow. Overall craftsmanship if design is clean.	20		
<b>Color</b> Colors used are attractive and not overpowering. Chosen pallet does not strain the eyes. If text appears on top of color, it is in a contrasting hue to optimize readability.	20		
<b>Educational Components</b> The entry has educational aspects and teaches the reader something. The information used is factual and sources are cited.	20		
<b>Clear Delivery of Message</b> Proper grammar is used. Written components are thought out and not filler. The message maintains the interest of the reader.	20		
<b>Total</b>	<b>100</b>		