

GRANGE YOUTH FAIRS PROGRAM EDUCATIONAL DISPLAY GUIDELINES



An educational display stimulates thought, teaches facts, or shows a process. It may result in action on the reader's part. The educational display can take the form of a poster, a tabletop display, a mobile, or a large 3-D display. Often displays have less than 60 seconds to get the message across, so planning is important!

Steps to Follow in Creating Your Educational Display

1. Select an Agricultural Project Area

Determine which project you would like to create a display for.

Examples: a) beef; b) goats; c) horticulture.

2. Subject

Choose a subject/topic area within your selected project area. Consult publications, magazines, online resources, and books for ideas. Picking a topic area that you are interested in will make creating your display a rewarding experience.

Examples: a) breeds of dairy cows; b) the Appaloosa Horse

3. Specific Message

Determine what message you want to get across or what you want to teach the viewer. Often times your subject area is too broad to be covered effectively on a poster display. You will need to narrow your topic to something the viewer can read and learn about quickly.

Examples: a) appropriate grains; b) Appaloosa coat color patterns

4. Title

Select a title that will:

- Identify the exhibit (tell content)
- Be short and simple (no more than 4 to 5 short words)
- Attract Attention (interest viewer to continue reading)

Examples: a) Seam Sense; b) Spot This!

5. Use Attention Grabbing Techniques –

- Actual Objects
- Models
- Illustrations, photographs
- Motion
- Color
- Contrasts

6. **Lettering** - select type that is simple, clear and well-spaced. Choose typefaces that are easy to read if using a computer

- Be consistent in style, use a ruler to ensure letter size consistency
- Easy to read, consider line thickness as well as letter size
- Don't use all uppercase letters (ALL CAPS) except for occasional headings

Letter Size for Visibility

(with Good Light, Good Eyes, and Good Color)

Viewing Distance	Minimum Letter Size	Line Thickness	Approximate Computer Font Equivalent
10 feet	½ inch	3/32 inch	48 point font
20 feet	¾ inch	1/8 inch	72 point font
50 feet	2 inches	5/16 inch	200 point font

7. Select Colors

Used well, color can turn even an uninteresting display into one that attracts and teaches.

- Limit to 2 or 3 colors, with 1 being dominant
- Neutral or soft colors are best for backgrounds (grays, light greens, light blues, pale yellows, white)
- Bright or intense colors are best for smaller areas or center of interest (bright yellows, reds, oranges)
- Dominant colors are best for the lettering (black, dark blue)
- Combinations such as black on yellow or red on white are easier to read than those that are complementary - like red on green or yellow in violet.

8. Select Materials

- Backgrounds - poster boards, illustration boards, foam core, plywood, and tri-fold cardboard presentation

boards are all acceptable backgrounds for a display. Your background should be able to physically support whatever you put on it and also handle the stress of display during the fair. The minimum size of posters is 14"x22", If a single poster, the maximum size is 28"x22".

- Illustrations and Artwork - photographs, cutouts, drawings, cartoons, objects, etc. Use a copier, computer, or projector to enlarge items. Please Note: do not use copyrighted cartoons or graphics. Grange cannot display exhibits that use copyrighted artwork (i.e. Garfield the Cat or Mickey Mouse). As a substitute to copyrighted cartoons use "clip art" instead.
- Lettering - use permanent felt-tipped markers, speedball pens with wide points, brushes, stencils, cutout letters, or computer printed type. Warning - watercolor markers and ink jet computer printer ink tend to bleed while over time.
- Adhesives for 2-D items - Rubber cement is best for mounting photographs, paper, or thin cardboard and cutout letters. Spray mount also works well for mounting photographs and paper products but should be used in a well ventilated area with adult supervision.

9. Determine Arrangement - strive for a simple, uncluttered effect. Remember less is more. Opt for bulleted points rather than long paragraphs to get the message across.

- Text should read from left to right, top to bottom
- Design should lead eye to one center of interest.



Adapted from original WSU 4-H Extension Publication (1983) and updated from 2006 by Emily Killeen, WSU 4-H Extension Coordinator.

WHAT THE JUDGES AND AUDIENCE LOOK FOR IN EDUCATIONAL DISPLAYS

COLOR (10%)

Is color used effectively and pleasing to the eye?

LETTERING (10%)

Is lettering easy to read from a distance? Is lettering appropriate to the message? Are all words spelled correctly?

ILLUSTRATION (10%)

Does the illustration contribute to the message?

LAYOUT (10%)

Is the layout simple and orderly? Does the display reflect design planning?

ORIGINALITY & CREATIVITY (20%)

Does the display show imagination? Does the display reflect a new idea or an innovative way of presenting a familiar subject.

EDUCATIONAL VALUE (30%)

Does the display reflect one main idea? Is the message accurately presented? Does the display inspire viewer response? Is the message appropriate to the audience?

AGE AND EXPERIENCE APPROPRIATENESS (10%)

Is the quality of the work reflective of the members age and experience? In general, the ability of a Teen Member is much different than a Beginner or Junior Member.

Younger members should not be discouraged as they don't have the experience or coordination of older members. The displays of Beginner and Junior members may not be quite as neat of the Teen Member's display. The younger members handwriting may be less precise.