



Poster Communication Exhibit Report Form

Class 10530

Attach this form to the back of your poster entry.

Name: Anna Campbell County: Audubon

Grade (school year 2020-2021): 12

Check Theme Area:

- 4-H is...(open to 4-H'ers interpretation)
 Join 4-H
 4-H Grows (National Marketing theme - www.4-H.org)
 Quest to Be Your Best (2021 Iowa 4-H Youth Conference theme – www.extension.iastate.edu/4h/iowa4hyouthconfernece)
 How Do You 4-H? (Variation of Iowa State Fair theme – www.iowastatefair.org)

Why did you choose this theme? What was your goal in creating your poster?

I have always loved the “4-H is...” theme because there is so much room for creative interpretation. When I started brainstorming, I knew I wanted to feature a cow with the exclamation “holy cow.” Since 4-H is one of the biggest sources of agricultural education for youth, I wanted to feature something that people immediately associate with agriculture. Above all, I wanted my poster to be fun, eye-catching, and make people interested in 4-H.

What do you want people to think or feel when they see your poster?

For people who are not familiar with 4-H, I want to spark their interest. Maybe seeing my poster will make them think, “What is 4-H? And why is it so awesome?” For people who are familiar with 4-H but not involved, I want them to be inspired to get involved in the organization and remind them that 4-H truly is “awesome.”

What sources of information did you use to prepare your poster?

I looked online at other “4-H is...” posters, but I did not draw any inspiration from them. I eventually came up with the slogan I used on my own. I looked at a few different images of cartoon cows, but I ultimately ended up drawing my own.

What were the most important things you learned as you created your poster?

It is very important to make the poster look bold so it can draw in the viewers’ attention. I chose to outline everything in Sharpie. Also, I learned that the focus of the poster needs to be the most eye-catching part; that’s why I chose to color the words with Sharpie and color everything else with pencil. It is important to make the words and pictures in the poster large so that people can easily read the poster from a distance.

Where else (besides the fair) do you plan to display your poster to share your message?

It could be displayed at my county extension office, churches, schools, local businesses that both children and parents go to (grocery stores, clothes stores, restaurants, etc.), public pools, or anywhere else that a child or parent might see it. I feel that younger children will be most interested by the poster, so it is important that the poster is displayed where they or their parents might see it.

