4-H COMMUNICATION: GRAPHIC DESIGN
(c,b,i,a)

Eligibility

4-H Age Divisions	Cloverbud (c)	Beginner (b)	Intermediate (i)	Advanced (a)
	K, 1st, 2nd, 3rd	3rd (and 8 years old), 4th, 5th	6th, 7th, 8th	9th, 10th,11th, 12th
		3rd (and 8 years old), 4th, 5th, 6th, 7th Junior (j)		8th, 9th, 10th, 11th, 12th Senior (s)

Entry Requirements

- Enter the contest by checking the appropriate division box on the entry form
- 4-H members will receive instructions on submitting electronic copies of the exhibits after the entry deadline of April 1, 2024.
- 4-H members are responsible for checking their email and uploading to the entry portal by the deadline included with the instructions. There will be no late entries allowed.

Objectives and Preparation

- Graphic design is creating visual and written content, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. The designer develops the overall layout and production design for advertisements, brochures, magazines, reports, digital billboards, web pages, social media, and even an electronic/digital game. The product's purpose may be commercial, educational, cultural, or political.

- An exhibit illustrates what the 4-Her has learned – their understanding and application of graphic design principles and skills.

- See Through Graphic Design, Ohio Extension Publication.
- *Learn more about visual communication with this hands-on approach to graphic design. Activities cover color, typography, design basics, symbolism, and branding. © 2019*
- Oklahoma Communication and Expressive Arts Resources:
- Review the Graphic Design Rubric and scoresheet and conduct a self-evaluation of each piece. Self-evaluation will help prepare for the interview process and modify your work to improve the finished product.

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Guidelines

- A complete entry includes Part 1: Electronic Graphic Design and Part 2: Published Print Graphic Design. *Cloverbuds may submit both parts but are only required to enter Part 2.*
- The two pieces can be a set <u>or</u> for different uses/purposes.
- Content/theme must be directly related to a 4-H project, activity, club, or SPIN/project group.
- The purpose of the finished pieces can be education, information, promotion, recruitment, awareness, or advertisement.
- Materials must include an <u>official 4-H Clover</u>.

Part 1 – <u>ELECTRONIC</u> GRAPHIC DESIGN (Optional for Cloverbuds)
- **Digital/PPT Presentation** with 5-10 slides and the script for the presentation. The script for each slide must be contained in the "notes" section of the Digital Slides/PPT.

Part 2 – PUBLISHED PRINT GRAPHIC DESIGN (ALL Divisions)

- The 4-H member must choose one of the following:
  1. **Flat flyer** (one-sided) computer-generated flat flyer (8 1/2" X 14" or 8 ½" X 11") intended for print use only.
  2. **Other -** Brochure, card, invitation, logo, etc. (may be double-, tri-, or four-fold measuring 8 1/2" x 11" or 8 1/2" by 14 before folding.)

Judging

Judging an exhibit is an extension of the educational process in 4-H project work. The "judging" process is used to evaluate the skills and knowledge learned by the members in creating the exhibit/project.

This contest consists of "**Interview Judging,**" which allows the judge to view the project, but more importantly to have a conversation with the member. Each 4-H'er will participate in a 5-minute interview on the day of the contest. During the one-on-one interview, all graphic designs will be reviewed, and the judge will question the participant about the work and what was learned in the process. The judge will offer suggestions for project growth.

View a <u>YouTube Example</u> of interview judging

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Awards

1. According to the number of entries, the Top Placing Individuals (based on scores) will be recognized with top honors and will receive a personalized award (max 5 per division). All contestants will be judged on a Danish Scoring System. All Cloverbuds will receive a participation award.

2. All eligible entries will be invited to compete at the State 4-H Roundup.

3. All Around Points

    a. Entries who compete will be awarded 1 All Around point each

    b. Honors award recipients will receive 5 All Around Points

    c. Blue Award earners will each receive 3 All Around Points

    d. Red Award earners will each receive 2 All Around Points

    e. White Award earners will each receive 1 All Around Points

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Graphic Design Rubric
The standards in the table below are the general criteria that will be used to evaluate what was learned. It is always important the message is *clear* and that effective *design principles* are applied to the final product. *Craftsmanship* has to do with how well you handle the software in the design process.

	Advanced	Proficient	Basic	Below Basic	Far Below Basic
Clarity of message	Message is bold, compelling, and possibly multi- layered. It goes beyond the obvious.	Message is clear and compelling. It may not be as suitable as it could be	Message is clear but fails to go beyond something simple or obvious.	Message is slightly confusing.	Message is absent or contradictory.
Design principle: *Contrast*	Use of light and dark elements creates depth and subtlety. White space is used strategically.	Use of light/dark gives prominence Where appropriate. White space, if used, is used well.	Contrast and white space are both evident in the work.	Use of contrast and/or white space could be improved.	Lack of contrast dramatically weakens the work overall.
Design principle: *Repetitious*	Repeated use of key elements helps to create unity. Repetition is often Subtle. .	Repeated use of elements helps to create unity.	Repetition is evident through not a strong component of the work.	Repeated elements may not be evident, or repetition may be Overdone.	Work overall is disappointed because of a lack of common elements.
Design principle: *Alignment*	At least one bold line helps to organize the work, clearly guiding reader through the message.	Elements are effectively lined up so that the overall look represents order.	Elements are generally lined up appropriately - centered, left, or right.	An absence of clear alignment creates a cluttered overall look.	Work lacks clear entry point and sight lines and as a result has a chaotic look.
Design principle: *Proximity*	Placement of elements is precise so that reader can clearly perceive what is important and what is connected.	Text and graphics are strategically spaced so that related elements are close together. It is clear what is connected.	Text and graphics are spaced so that related elements are close together.	Problems with proximity create confusion as to what is and isn't connected.	Elements are not put together or separated in any organized fashion, creating a chaotic look.
Color if applicable	Color palette enhances the meaning of the work.	Colors are used appropriately and do not clash with one another or clutter the work.	Colors are mostly effective although there may be minor clashing.	Color choices clash at times and/or clutter the work.	Color choices weaken the work in dramatic ways.
Typography *if* applicable	Fonts and effects help to create a strong verbal-visual connection within the work. All font sizes are appropriate.	Typography choices are appropriate without an excessive number of fonts or effects.	Typography is generally effective, although font choice, size and effects may create minor distractions.	Font choices and/or effects create distractions.	Typography choices weaken the work in dramatic ways.
Craftsmanship	Work has no evident imperfections. Work is clean and neat.	Work may have slight imperfections, but they are not immediately obvious.	Work has imperfections that create minor distractions.	Imperfections in the work are noticeable and distracting.	Imperfections are highly distracting and take away from the overall effectiveness.

Source no longer live (2020) http://www.teacherweb.com/CA/StaggHighSchool/Bott/GDP-rubric.pdf