



State 4-H Roundup Communication Event

Graphic Design

Definition of Graphic Design

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 billboard, webpage and even an electronic/digital game. The products purpose may be commercial, educational, cultural or political. <http://www.aiga.org/guide-whatisgraphicdesign/>

Judging

- Graphic Designs will be viewed by judge(s) prior to Roundup.
- Judging in 4-H is form of education or a teachable moment. We are evaluating the skills and knowledge being mastered (the learning process) as a result of completing the project.
- Each 4-H'er will participate in interview judging the day of the contest. During the one-on-one interview, all photos will be reviewed and the judge will question the participant about his/her pictures and what they learned in the process. The judge may even offer suggestions for project growth.
- Interview - 5 minutes

Categories and Classes

A. Published Print Graphic Design

1. **Flat flyer** (one-sided) designed by the 4-Her to promote a club or county 4-H educational program or activity. Computer generated flat flyer (8 1/2" X 14" or 8 1/2" X 11").
2. **Other** - Brochure, card or invitation related to 4-H (may be double-, tri-, or four-fold measuring 8 1/2" x 11" or 8 1/2" by 14 before folding.)

B. Electronic Graphic Design

1. **PowerPoint Presentation** related to 4-H. Presentation should either promote 4-H or educate about a 4-H project. Presentations should include an official 4-H Clover, 5-10 slides and the script for the presentation. The script for each slide must be contained in the "notes" section of the PPT.
2. **Digital Media** - Submit a video (maximum of 3 minutes). Video can be promotional, informational, music, or a documentary. The video must be in a windows media (.WMV) or (.AVI) format and submitted on a

RECOGNITION

- Danish-Award System, with respective color ribbon, used to evaluate each presentation:
Blue Award (Outstanding)
Red Award (Good, but could use improvement)
White Award (Needs Improvement)
- Peer Competition (first through third place) will be used to place participants in each category.
- The judge(s) reserve the right/have the discretion not to award first place.
- First place winners will receive a plaque and a monetary award of \$50 (2015). Monetary awards will be mailed following Roundup.
- Results and ribbons will be awarded at the conclusion of the contest in each room. Only exception is with prior approval of event superintendent, that a designated representative may accept award on their behalf because the contestant is competing/participating in another activity running simultaneously with communication event.
- All results will be emailed to county educators following the contest.
- ALL First place winners must write a thank you note immediately following the awards presentations before they can leave with the plaque.

cd/dvd if the file is too large to email. Video may only contain first names of the participants and participants must have a signed media release form on file in their county 4-H office (found on the 4-H enrollment card.)

Guidelines

- **Participant will select one class from each category.** The entry will include one published design and one electronic design. Label each piece with a file name as noted below.

(last name)_(county)_(category)_(class)

Examples:

Smith_Green_A_FlatFlyer
Smith_Green_A_Other
Smith_Green_B_PPT
Smith_Green_B_DigitalMedia

- Graphic Designs and Score Sheet will be submitted electronically no later than 5 pm on June 26, 2015 to karla.knoepfli@okstate.edu .

Preparation

- Review the scorecard and evaluate each piece using the criteria outlined below.
- Oklahoma Resources: <http://4h.okstate.edu/literature-links/lit-online/communication-expressive-arts/speaking>

Graphic Design Rubric

Although you will not receive this rubric after a project is completed, you should understand that these are the general criteria that will be used. It is always important to be sure that your message is *clear* and that you are addressing *basic design principles*. If your work is in *color* or includes *type*, then those criteria matter as well. *Craftsmanship* has to do with how well you handle the software.

	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 subtle 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: Repetition	Repeated use of key elements helps to create unity. Repetition is often subtle.	Repeated use of elements helps to create unity.	Repetition is evident though not a strong component of the work.	Repeated elements may not be evident, or repetition may be overdone.	Work overall is disjointed 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.

<http://www.teacherweb.com/CA/StaggHighSchool/Bott/GDP-rubric.pdf>



Oklahoma 4-H Graphic Arts Score Sheet

Name _____ County _____

You must enter both a Print and Electronic Graphic Design. Check the appropriate class in each category.

Category	Classes	
Published Print Graphic Design	A. Flat Flyer <input type="checkbox"/>	B. Other <input type="checkbox"/>
	C. PowerPoint Presentation <input type="checkbox"/>	D. Digital Media <input type="checkbox"/>

CRITERIA	Exceeds Expectations	Meeting Expectations	Approaching Expectations	For each skill/knowledge identified in the graphic collection, place an x in the box that best describes the project/interview.
CLARITY OF MESSAGE – - 20 POINTS				
– Message is bold and compelling.				Comments
– Grammar and spelling correct.				
COLOR – 20 POINTS				
– Color palette enhances the meaning of the work				Comments
FONT STYLE AND GRAPHICS– 20 POINTS				
– Fonts and graphic elements match or complement the topic of the designed product.				Comments
Focus & Flow – 20 POINTS				
– Piece(s) include strong focus point and clear pattern for directing eye flow.				Comments
– Elements and principles of design are used effectively.				
– Craftsmanship				
PROJECT INTERVIEW - 20 POINTS				
– Can verbalize what was learned				Comments
– Can explain the creative process/thought				
– Goals/plans in project				
TOTAL POSSIBLE POINTS – 100				Total Points _____ Blue ____ Red ____ White ____

Key: Blue = Outstanding, Red = Satisfactory, W = Needs Improvement

Adapted from Maryland Society For Education Technology & <http://www.teacherweb.com/CA/StaggHighSchool/Bott/GDP-rubric.pdf>