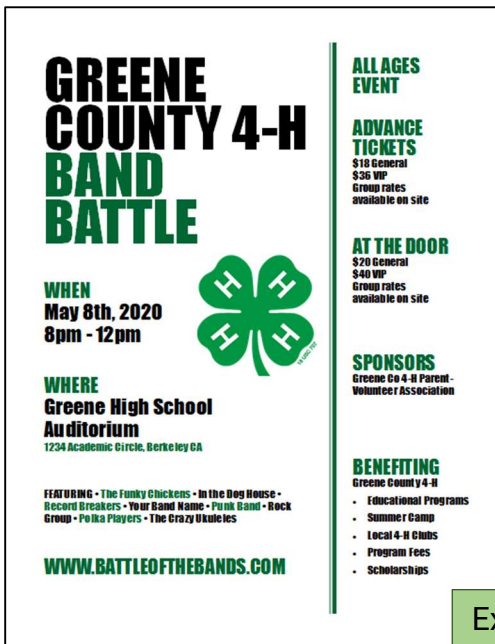


4-H COMMUNICATION EVENT

Graphic Design



Example Flyer

Noon, July 7th the ACTUAL exhibit and any supporting documents are due electronically to the state office.

All exhibits are viewed by judge(s) BEFORE Roundup.

Submission details will be sent electronically directly to the youth after June 15th. Each participant is responsible for reading and responding to emails in a timely manner.

Definition of Graphic Design

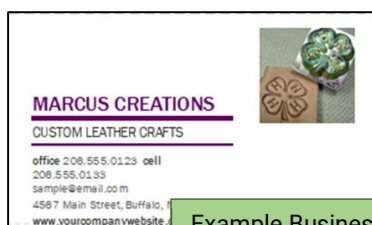
Graphic design is creating visual and written content, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. The designer develops the overall layout and production design for advertisements, brochures, magazines, reports, digital billboard, webpage, social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

PREPARATION

- [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:
<http://4h.okstate.edu/literature-links/lit-online/communication-expressive-arts/speaking>
- Review the Graphic Design Rubric and scoresheet doing a self-evaluation of each piece. Self-evaluation will be helpful in preparing for the interview process and modifying your work to improve the finished product.

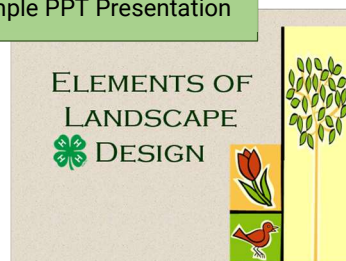
RECOGNITION

- Danish-Award System is used to evaluate each presentation: Ribbons are presented as:
Blue Award (Outstanding)
Red Award (Good- Satisfactory - room for improvement)
White Award (Satisfactory- Needs Improvement)
- Peer Competition - First through third place will be designated for each category. No ribbons awarded.
- The judge(s) reserve the right/have the discretion not to award first place.
- First place winners will receive a certificate and a monetary award of \$50. Monetary awards will be mailed following Roundup.
- ALL First-place winners must write a thank you note.
- Results will be awarded at the conclusion of the contest; participant must be present. The 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 the communication event.
- All results will be emailed to county educators.



Example Business Card

Example PPT Presentation



EXHIBITS

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

An exhibit will be composed of TWO pieces: Part 1 - an Electronic Graphic Design, **AND** Part 2 - a Published Print Graphic Design. Details defined below.

- The two pieces can be a set or 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 official 4-H Clover.
- An electronic copy of the exhibits must be submitted by the 4-H member by NOON on July 7th. Submission details will be mailed to the contestant after June 15.

Part 1 of 2 Parts - REQUIRED

ELECTRONIC GRAPHIC DESIGN - 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 of 2 Parts – REQUIRED

PUBLISHED PRINT GRAPHIC DESIGN – 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 1/2" 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 member 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 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 an example of interview judging <https://www.youtube.com/watch?v=s594NX48P1s>.

Exhibits are reviewed by judge (s) prior to Roundup.

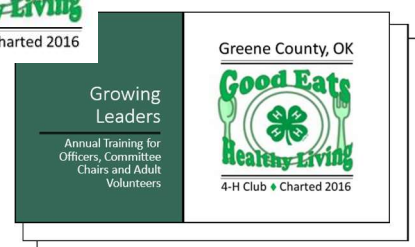


Greene County, OK



4-H Club ♦ Chartered 2016

Example of a Set – club logo and digital officer training



Graphic Design Rubric

The standards in 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 being 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: 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 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.



Oklahoma 4-H Graphic Design Score Sheet

Name _____ County _____

Piece 1 of 2 Pieces- <u>Digital/PPT Presentation</u>	REQUIRED	
And		
Piece 2 of 2 Pieces - <u>Published Print Graphic Design</u> – check A or B.	A. Flat Flyer <input type="checkbox"/>	B. Other <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				Score _____
– Message is bold and compelling.				Comments
– Grammar and spelling correct.				
COLOR – 20 POINTS				Score _____
– Color palette enhances the meaning of the work				Comments
FONT STYLE AND GRAPHICS– 20 POINTS				Score _____
– Fonts and graphic elements match or complement the topic of the designed product.				Comments
Focus & Flow – 20 POINTS				Score _____
– 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				Score _____
– 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 = Good-Satisfactory, W = Satisfactory-Needs Improvement

Adapted from [Maryland Society For Education Technology](#) & existing [Graphic Design Rubrics](#).