

# GUIDES FOR BETTER 4-H BOOTHS

**Proceed with Only One Idea:** Deciding on one and only one idea is the most important step in planning better booths. Remember the principle - **Only One Idea**. Choose a short (four or five words are the limit) clear-cut title for your booth. A catchy saying or question is always good. Do make your title apply to the theme you are trying to carryout.

THE TITLE SHOULD HAVE A KEY POSITION IN YOUR BOOTH.

**Planning:** The biggest and often one of the most neglected parts to preparing a 4-H exhibit is planning. Planning is extremely important and it is best accomplished by a committee. The first step in planning is deciding on one and only one idea. Other important considerations in planning include: money, time, individual talents available, space, background, your audience, and what action, if any you want them to take.

In planning, try to create "audience appeal." Then the viewer can place himself in the picture and identify himself with the **one idea** you are presenting. If you want some action taken as a result of your exhibit, the sooner the action can be taken, the better.

Plan successful exhibits to:

- 1) arouse interest
- 2) stimulate thought
- 3) cause action

**Color:** A good rule to follow is limit your colors to two or three which relate to the subject being displayed. Choose one color for the background and use the second and third color to complement and accent. Neutral background and simple color schemes are most effective; however, use stark white or black with extreme care. Muted whites or grayed pastels have much more "eye appeal."

Consider the emotional feelings that colors convey as you prepare your exhibit. Warm colors (reds and oranges) advance and are happy and stimulating, whereas cool colors (blues and greens) recede and are calm and restful. The use of tints, shades, and grayed values of any color might change the emotional feeling created by that color.

**Lettering:** The most important prerequisite of lettering is readability. Tall skinny letters or short squatty letters are hard to read. For displays it is a good idea to have the lowercase letters 2/3 the size of the uppercase. Space between words should always be greater than the size of the letters. Spacing between letters within a word depends to a large extent on what looks right to the viewer. Let's make our reading material in our display readable. Remember, we read from left to right and top to bottom. Letters placed up and down or on the diagonal are hard to read and should be used with extreme care. Use the same style of lettering throughout your exhibit. Variety in size of letters is necessary to achieve emphasis.

Make sure your lettering is readable from the distance people will be observing it.

**Only One Center of Interest:** Identify your center of interest by putting your key item there. All other material used in the exhibit should be arranged to complement the center of interest. One and only one center of interest. Emphasis in an exhibit can be achieved through the use of an accent color, unusual shapes, large size, motion or placement in the exhibit. The viewer's eye will be attracted to points where there is greater contrast.

The center of interest should never be placed in the geometric center. Upper or lower right or left or above or below the geometric center are possible points of interest. Be sure to keep the center of interest within the normal eye range of the viewers.

**Neat, Clean and Attractive:** A neat and clean booth is important. No one enjoys looking at a messy exhibit. Careless workmanship can ruin all the work and effort that went into an exhibit. Make sure your exhibit can stand the jostle of the Fair crowd.

Exhibits offer an opportunity to present the real thing, and real things are convincing as well as dramatic; however, unless you are able to keep it fresh, clean and attractive, it is better to use animations or silhouettes.

### **Some Rules for Attractive Booths**

1. Avoid clutter, use clear or open spaces for "eye rest"; take out all material which does not complement the control idea.
2. Balance is important within an exhibit. If one part of the exhibit appears to be too "heavy" or too "light", you will want to do some shifting of material.
3. Use variety in size and shape of material within the exhibit for interest and emphasis.
4. Check your exhibit after it has been put up. If something drops or becomes loose, it might become the "center of interest" and distract from the main purpose of the booth.

**Safety:** Safety is important both in material used in the booth and procedure used in setting up the booth. Use sturdy stepladders. Avoid material in the exhibit which is a potential fire hazard. If you use extension cords, make sure they are safe and never use a three-outlet plug for multiple outlets. Do not hang anything from the electrical conduits per fire codes.

Safety is very important; observe safety rules as you prepare your booth.

# FOLLOW-UP REMINDERS FOR BETTER 4-H BOOTHS

## *ALWAYS BEGIN AND END WITH ONE IDEA!*

1. Is there one and only one center of interest?
2. Is the title limited to four or five words which convey the central idea in a catchy manner?
3. Is the color scheme limited to two or three colors?
4. Do the colors relate to the subject being displayed?
5. Is the lettering readable?
6. Is the exhibit neat and well constructed?
7. Is there anything in the exhibit that can be eliminated and still has the one idea carried out?
8. Is there variety in size and shape of material used within the exhibit?
9. Can the exhibit be kept fresh, clean and attractive with a minimum of effort?
10. Is someone assigned to look after the exhibit if necessary?
11. Is the exhibit safe?
12. Is there anything in the exhibit that is valuable and you might run the risk of losing? If there is, don't put it with the display unless securely fastened.
13. Is it 4-H appropriate? Does it accurately promote the 4-H Program?

Used Courtesy of Outagamie County UWEX-1981

## **Club Booths – Sheboygan County Fair**

4-H clubs are invited to display a Club Booth at the County Fair. The booths should be educational. They will be judged on the following criteria:

- Interest and Originality
- General Eye Appeal
- One Idea Carried Out
- Neatness of Arrangement and Lettering

You have two options. Put a club display in the existing white club booths (sketch on back) or set up a free standing (or hanging) booth.

Sixteen regular booth spaces have been assigned on a first come first serve basis. The booth dimensions are shown on the back side of this page. If you selected this type of booth, be sure you confine your booth to the allotted area. **The display should not extend over the top, sides or back of the booth but contents within the booth (not attached to walls) may extend beyond as long as it does not distract from others displays.** Judges are instructed to enforce this rule.



The other option that was available to clubs was a free standing or hanging display. Those with free standing displays are invited to use their creativity; help add variety and interest to the Youth Building. The only restriction is a maximum floor space of 47" x 61" (the same size as the regular club booths) and a maximum height of 7'.

**\*Judging will be Face-to-Face and will take place on Wednesday, August 30<sup>th</sup> beginning at 3:00 p.m. All booths must be complete and ready for judging at that time. Judging will take place from 3:00-7:00 p.m. Please be sure to have club members present for judging during that time. There will be no premiums this year. Booths will be awarded ribbons and special prizes at the discretion of the judge. At the discretion of our judge, the top booth and top free standing display may receive \$50 towards a club pizza party and the next two booths may receive \$20 each towards a club ice cream sundae party. The club that best promotes 4-H may receive \$50 towards 4-H merchandise from the [www.4hMall.org](http://www.4hMall.org)**

