



# POSTER ART CONTEST-DIGITAL OPTION



## GOAL

To learn the importance of communicating visually. Share what 4-H means to you and encourage others to get involved.

## RULES

1. Must be submitted in a PDF or PNG format.
2. Entries should be clear (not be blurry, grainy, or pixelated).
3. (In most cases, 640 x 480 pixels should provide a clear image.)
4. Tip: If using a computer program such as Microsoft Publisher, when you save your image as a PNG in the dialogue box, there is a “resolution” box and you can change it from “standard printing” to “high quality or commercial.”
5. Examples of programs that could be used for designing your digital poster include, but are not limited to:
  - Microsoft PowerPoint
  - Microsoft Publisher
  - Adobe Illustrator
  - Adobe InDesign
  - Canva
6. Digital posters should be in the landscape (or horizontal) format.
7. Digital posters are not photographs of a regular poster but rather computer graphics / design created on the computer.



## TIPS

- Keep it neat and organized.
- Add color to make your poster stand out.
- Use short, clear words to share your message.
- Include the 4-H clover (make sure the stem points to the right).
- Make your lettering easy to read.
- Be creative! Try to come up with a unique idea that no one else has used.

## AVOID THESE MISTAKES

- Don't use popular cartoon characters or trademarked images.
- Don't put any letters or drawings on top of the official 4-H clover.
- Avoid tiny pictures that are hard to see from a distance.
- Don't crowd your lettering or artwork—leave some space so it's easy to read.
- Don't print words vertically (letters should read left to right).
- Don't use mixed or rainbow colors for letters in the same word—keep lettering colors consistent.

## SUBMIT DIGITAL ENTRIES BY EMAIL:

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