

## MARKETING DIVISION RULES

- A member may enter only one class in the Marketing Division.
- Use of copyrighted or protected characters or logos is not permitted, with the exception of the 4-H clover.

## MARKETING DIVISION CLASSES

**J-7 Junior Individual (age 8-10) – Thank You Card *without* use of computer graphics or scrapbooking tools.**

**J-8 Junior Individual (age 8-10) – Thank You Card *with* the use of computer graphics or scrapbooking tools.**

- Entries in J-7 and J-8 should be an original **Thank You** card with artwork on the cover. An inside message is not required but may be included at the discretion of the designer. Inside messages will not be judged.
- The 4-H Clover must be included in the design.
- Card should be on 8 ½ x 11 **white** cardstock, folded in half.
- Art and message must be the original work of the member.
- Member may use any medium, including crayon, chalk, pen and ink, pencil, markers, etc.
- No use of computers or scrapbooking tools in creating entries. Designs must be hand-lettered and drawn or cut by hand.
- In **class J-7** designs must be hand-lettered and drawn and cut by hand. No use of computers or scrapbooking tools in creating entries. The 4-H clover must be drawn by hand.
- In **class J-8** artwork or lettering created with the aid of scrapbooking tools or computers is permitted provided the design is the original work of the member.
- Print the member's name, age, and *county* in the lower right-hand corner of the back of the card.
- Evaluation will be based on the quality, creativity, and originality of the design.
- By submitting an entry, you give the Ohio 4-H Foundation the right to use selected cards. The cards will display the 4-H member's first name, age and county.

**J-9 Intermediate Individual (age 11 - 13) – 4-H Winter Holiday Card – *without* the use of computer graphics or scrapbooking tools.**

**J-10 Intermediate Individual (age 11 - 13) – 4-H Winter Holiday Card – *with* the use of computer graphics or scrapbooking tools.**

- Entries should be an original **Winter Holiday** card with artwork on the cover. An inside message is not required. Inside messages will not be judged. Use of the 4-H clover is strongly encouraged, but not required.
- Card should be on 8 ½ x 11 **white** cardstock, folded in half.
- Art and message must be the original work of the member.
- Member may use any medium, including crayon, chalk, pen and ink, pencil, markers, etc.
- In **class J-9**, designs must be hand-lettered and drawn or cut by hand. No use of computers or scrapbooking tools in creating entries. The 4-H clover must be drawn by hand.
- In **class J-10**, artwork or lettering created with the aid of scrapbooking tools or computers is permitted provided the design is the original work of the member.
- Print the member's name, age, and county in the lower right-hand corner of the back of the card.
- Evaluation will be based on the quality, creativity, and originality of the design.
- By submitting an entry, you give the Ohio 4-H Foundation the right to use selected cards. The cards will display the 4-H member's first name, age and county.

### **J-11 Senior Individual (age 14 and up) – 4-H Infomercial Promoting 4-H**

- This is a video short that promotes the 4-H program
- This must be a fully automated, stand-alone video presentation with sound and narration as appropriate. Think YouTube. The video should include recorded visual, sound, and narration to convey a message.
- The video should be the original work of the member making the entry.
- Images in the video should be appropriate for promoting 4-H. Use pictures of youth who are of 4-H age; when possible, show the diversity of membership, projects, and activities; show youth exercising appropriate safety practices (i.e. wearing helmets on horseback).
- The video should be 2-4 minutes long. Deductions will be assessed for videos less than 2 minutes or longer than 4 minutes.
- The video must play using QuickTime Player or Windows Media Player.
- Evaluations will be based on the quality and originality of the message as well as the creative and professional use of technology. Videos should persuade the viewer to action.
- Remember to get signed photo releases from people in the video.
- By submitting an entry, you agree to allow counties and/or the State 4-H office to use the promotional video to promote 4-H.