

4-H Communication Days

Monday, June 19th 5pm-9pm
at the Canfield Fair Grounds in Building 44
Register at the Extension Office by Tuesday, June 13th

Marketing Division Guidelines

- **Junior Individual (age 8-10) – Thank You Card *without* use of computer graphics or scrapbooking tools.**
 - **Junior Individual (age 8-10) – Thank You Card *with* the use of computer graphics or scrapbooking tools.**
1. Entries 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. Use of the 4-H emblem is strongly encouraged, but not required.
 2. Card should be on 8 ½ x 11 *white* cardstock, folded once.
 3. Art and message must be the original work of the member.
 4. Member may use any medium, including crayon, chalk, pen and ink, pencil, markers, etc. No use of computers or scrapbooking tools in creating entries in Class J-6. Designs must be hand-lettered and drawn or cut by hand.
 5. Use of copyrighted or protected characters or logos is not permitted, with the exception of the 4-H emblem. If used, the 4-H emblem must be used correctly. See http://www.national4hheadquarters.gov/emblem/4h_name.htm for guidelines.
 6. When using 4-H emblem that is downloaded, it must go into the graphics division.
 7. Artwork or lettering created with the aid of scrapbooking tools or computers is permitted in “Junior Division Thank You Card *with* the use of computer graphics or scrapbooking tools” provided the design is the original work of the member. No commercially designed clipart may be used.
 8. These designs must be able to be duplicated.
 9. Member’s name and age should be neatly printed in the lower right-hand corner of the back of the card.
 10. Evaluation will be based on the quality, creativity, and originality of the design.

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- **Intermediate Individual (age 11 - 13) – Holiday Card – *without* the use of computer graphics or scrapbooking tools.**
 - **Intermediate Individual (age 11 - 13) – Holiday Card – *with* the use of computer graphics or scrapbooking tools.**
1. Entries should be an original “Holiday” 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. Use of the 4-H emblem is strongly encouraged, but not required.
 2. Card should be on 8 ½ x 11 *white* cardstock, folded in half. (Only one fold)
 3. Art and message must be the original work of the member.
 4. Member may use any medium, including crayon, chalk, pen and ink, pencil, markers, etc. No use of computers or scrapbooking tools in creating entries in “Intermediate Individual (age 11 - 13) – Holiday Card – *with* the use of computer graphics or scrapbooking tools”. Designs must be hand-lettered and drawn or cut by hand.
 5. Use of copyrighted or protected characters or logos is not permitted, with the exception of the 4-H emblem. If used, the 4-H emblem must be used correctly. See http://www.national4-headquarters.gov/emblem/4h_name.htm for guidelines.
 6. When using 4-H logo that is downloaded it must go into the graphics division.
 7. Artwork or lettering created with the aid of scrapbooking tools or computers is permitted in J-9 provided the design is the original work of the member. No commercially designed clipart may be used.
 8. These designs must be able to be duplicated.
 9. Member’s name and age should be neatly printed in the lower right-hand corner of the back of the card.
 10. Evaluation will be based on the quality, creativity, and originality of the design.
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- **Senior Individual (age 14 and up) – 4-H Infomercial Promoting 4-H**
1. This is a video “short” that promotes the 4-H program
 2. 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.
 3. The video should be the original work of the member making the entry.
 4. 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).
 5. The video should be 2-4 minutes long. Penalties may be assessed for videos less than 2 minutes or longer than 4 minutes.
 6. Videos must be submitted on a DVD and must play using QuickTime Player or Windows Media Player.
 7. The member’s name and age must be neatly written on the DVD, along with the presentation title.
 8. Evaluation will be based on the quality and originality of the message, which should persuade the viewer to action, as well as on the creative and professional use of technology.

4-H Communication Days Marketing Division

COUNTY: _____

ENTRY #: _____

NAME: _____ AGE: _____

(As of Jan. 1 current year)

CLASS: J-6 J-7 J-8 J-9 J-10

	Fair	Good	Very good	Excellent	Comments
Quality of artwork or production					
Creativity					
Originality of design or production					
Originality of the message					
Other					

Infomercial running time: _____