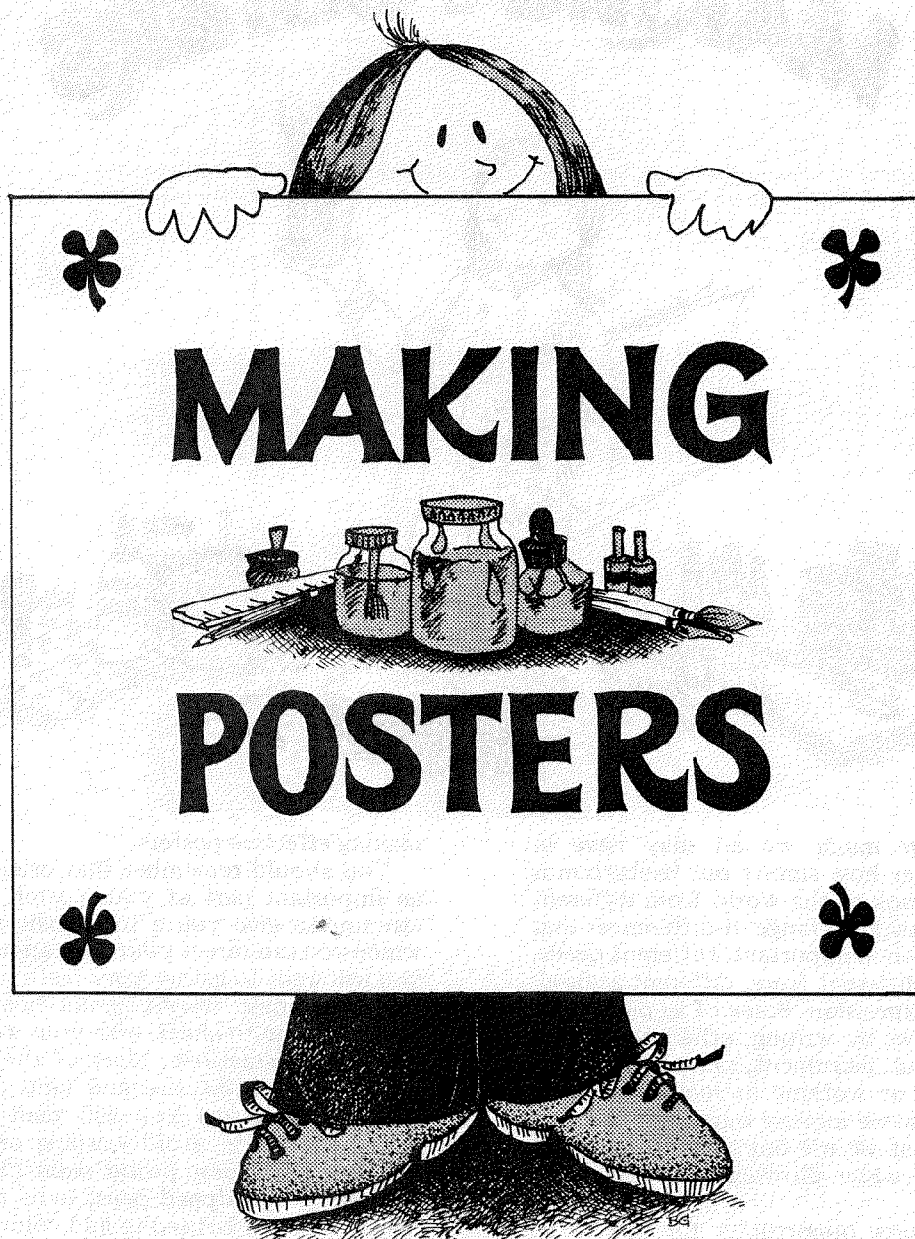


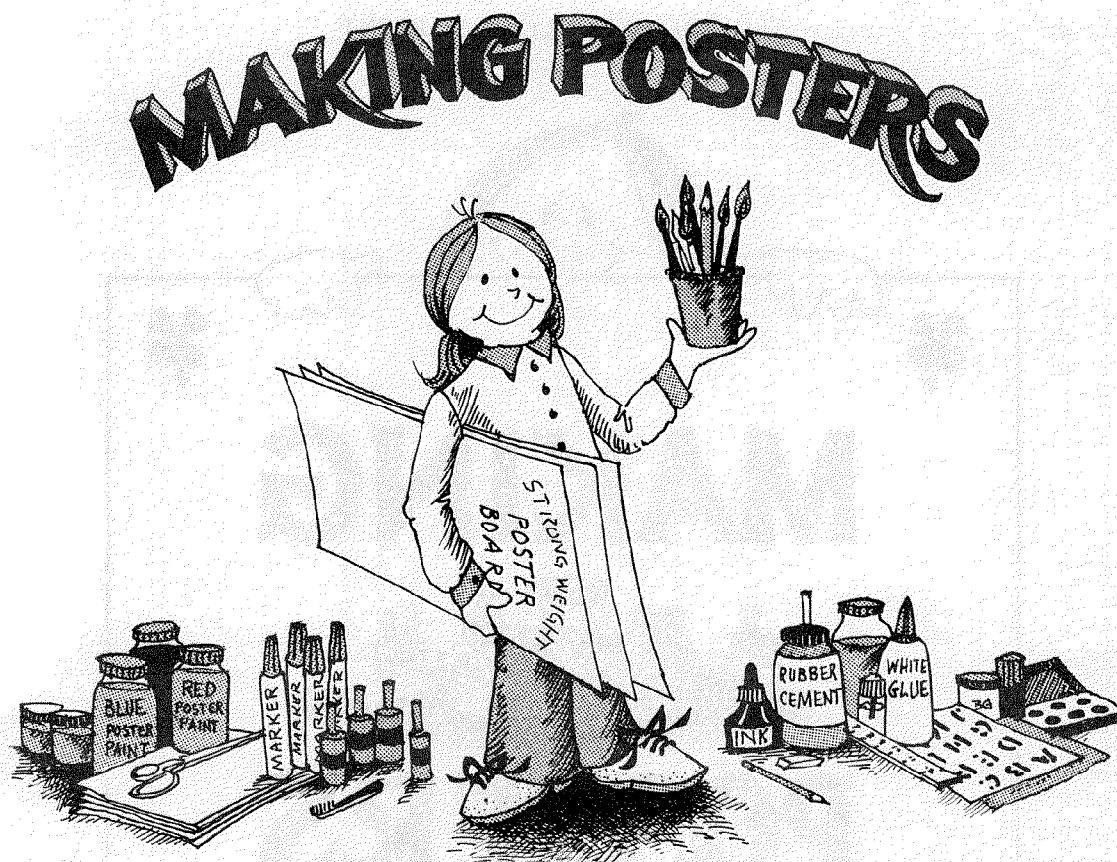
FLORIDA 4-H CLUBS PRESENT



by:

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No matter how much we all may have in common, no matter how similar our backgrounds may be, we each look at the world from different viewpoints. It is this wide range of differences that makes self-expression so important. Different needs, different dreams, different fears, different goals all call for a unique expression. Some of us may enjoy expressing our views by writing, others by singing or playing a musical instrument, some by painting, drawing, building, or working in social groups. It doesn't matter how we express ourselves. But it is most important that we use our skills to say what we feel and think while allowing others the same privilege.

Now comes a new opportunity for you to be creative and expressive. The Florida 4-H Clubs are sponsoring the annual 4-H Poster Contest. Can you afford to pass up this opportunity? Do you want to turn down your chance to express your feelings in a way totally unique to your skills?

As a young citizen, you are encouraged to make the most of this exercise in a truly democratic freedom—the right to self-expression. Your local 4-H Coordinator will announce the theme of this year's contest and supply you with the few simple rules. The rest is up to you. Here are some clues for

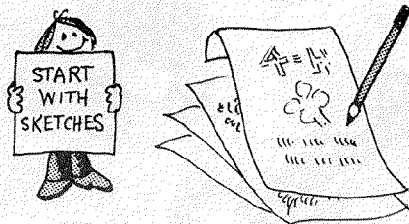
making effective posters.

You should remember that originality is always an important part of your poster. This is only an attempt to give you a few, basic guidelines from which you can direct your own approach. To begin, you will want to gather your materials and supplies. An appropriate weight poster board is your first tool. (Be sure to check with your 4-H leader on the rules and regulations. Most of the time, there are limitations on the size and kind of poster board that can be used.) You will want a poster board heavy enough to avoid warping or buckling. You will also need some poster paint (Tempera), magic markers or felt-tipped pens, India ink, brushes and pens. These can be used to add color to your poster. You can also do this by using cut outs from colored construction paper or tissue paper. For your lettering you may want to use a stencil or lettering guide. Rubber cement, paste, or glue are also items you will probably want to use. Rubber cement is probably the best thing to use. It is better because it is easier to clean if you make mistakes. If you use too much rubber cement causing it to run around the edges, or if you spill some, simply allow it to dry. When completely dry, it will roll right up off the paper by gently pushing it with your fingers.

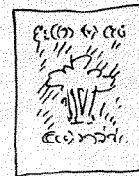
Keeping the theme in mind, ask yourself what idea do you want to express. What does it mean to you? When you have an idea, ask yourself how you can picture this feeling so that others will understand you. Remember that a poster can say a lot with one simple, bold statement. Try and limit your poster to one main idea rather than a combination of feelings. Simplicity can be forceful and eye-catching.

Try a few simple sketches or rough drawings so that you can plan an attractive layout or design. Plan where you want to place your letters so that they don't distract from your drawing or art work. (You may not want to use lettering if your art clearly presents your message. You can decide this for yourself.) If your sketch appears to be overcrowded or cluttered, then you know that your

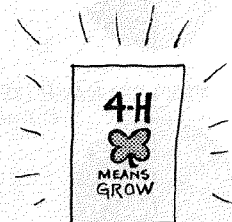
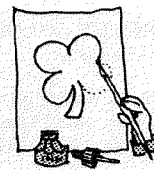
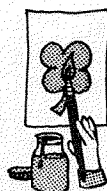
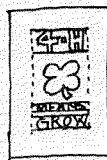
poster will be the same. Be sure to leave enough space all around the sides of your poster. A poster that has information cramped up to the edges becomes too cluttered to read and is usually unattractive. If there is a lot of lettering, it should be grouped with your message in mind. Make sure you will be understood. You can group letters and words to block them in the same area for the same emphasis, but be sure to leave enough space between the lines for easy reading. You may also want to use different size letters for items of different importance. Look over your sketches. Eliminate anything that is not important to your simple message. It is necessary to keep it all "tied together" to have the greatest impact. Remember, a person should be able to read your poster at a glance and understand it.



Rough drawings give you an idea of what your finished art will be like.



A poster with CONTRAST between dark and light areas will be easier to understand than one which looks the same all over.

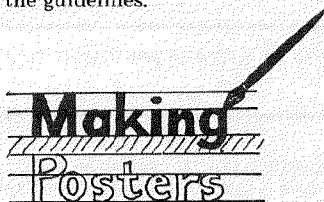


Decide which of your sketches looks best. Draw it more carefully for your finished poster.

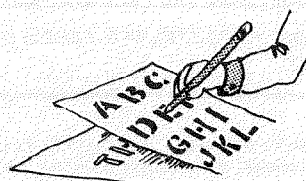
You can make shapes by cutting them out of paper, . . . by outlining them with black ink or marker, . . . by painting them in solid, . . . or by combining these and any other ideas you have.



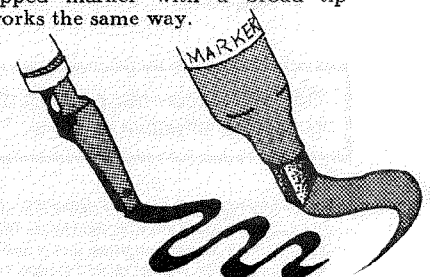
You can make your own letters. Block them out on guidelines, making them as clear and uniform as you can. Then fill them in and erase the guidelines.



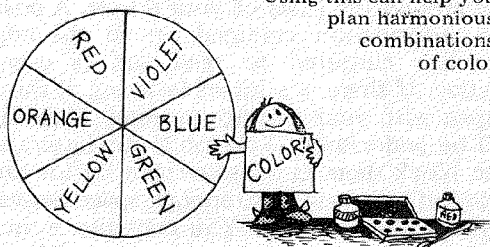
You trace through the cut-out letters of a STENCIL onto your poster.



A LETTERING PEN writes letters with thick and thin lines. A felt-tipped marker with a broad tip works the same way.

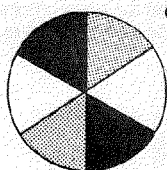


A COLOR WHEEL shows you how colors relate to each other. Using this can help you plan harmonious combinations of color



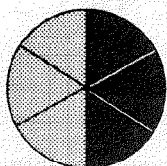
After reworking your sketch until you are satisfied with its overall effect, then you can give more serious thought to the color. Colors are very important and should be chosen for harmonious effects. For instance bright colors can have more impact than dull, subdued colors. Sometimes, pencil, crayons, pastels (chalk), or even watercolor appear too soft to have impact necessary in a poster. Strong, bold, solid areas are more effective. However, there are no strong rules. This is where your imagination is most important.

SOME HARMONIOUS COLOR COMBINATIONS:



OPPOSITES ON THE COLOR WHEEL ("Complementary" Colors)

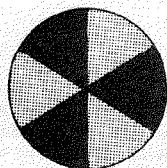
Red and Green
Blue and Orange
Violet and Yellow



NEXT TO EACH OTHER ON THE COLOR WHEEL ("Analogous" Colors)

Red, Violet and Blue
Blue, Green and Yellow
Yellow, Orange and Red

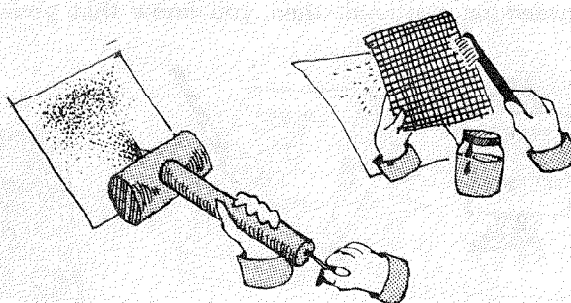
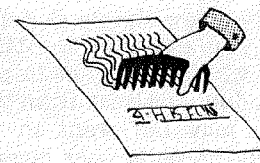
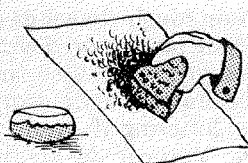
(There are more. Can you name them?)



COLORS IN A TRIANGLE ON THE COLOR WHEEL ("Triadic" Colors)

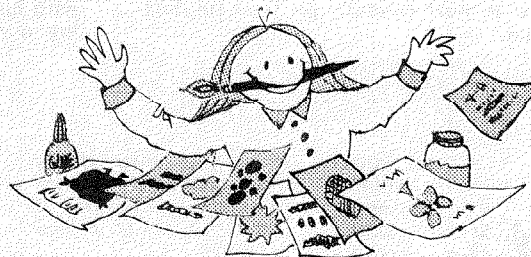
Red, Yellow and Blue
Orange, Violet and Green

You may want to experiment with some different techniques if you are looking for an unusual effect. You may want to dab a damp sponge over background painting, or run a comb over the paint to make unusual grass or water effects. Tempera paint can be applied from a clean hand sprayer, or splattered with a toothbrush through a screen for various effects. Your 4-H leader, art teacher at school, or other friends interested in art, may help you with these special techniques.



With all of your thought and planning completed, you can now put your expression together in the final poster. Above all else, take pride in your work. This is your work and it represents the feeling you want to share with others. This is the true nature of art. It is not so important to have mastered all the skills that someone else may have to his credit. It is more important for you to develop your feelings in a manner most suited to your own skills. This way it can be both a meaningful expression of your philosophy and an ideal way to exercise your skill in arts and crafts.

Good luck to each of you and have lots of fun following your imagination.



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