

The Color Wheel

MAKE A MOCK-UP...

Take your creative ideas and sample colors and put them together in a mock-up. (A mock-up is a layout of your display.) You don't have to make a full-sized exhibit at this stage. You can draw or make pieces you can use in your exhibit. Consider pictures, drawings, objects, flip-up labels, spinning wheels, and matching games.

TEST YOUR EXHIBIT...

Ask your parents, family, project leader and friends to look at your exhibit and respond to it. Is it interesting? Does it encourage curiosity? Is it easy to read and understand? Did your point come across and did your testers find your display enjoyable? Take notes so you can remember what was said.

Make necessary revisions. Change and improve parts of your exhibit based on the feedback you receive from your family, leader, and friends.

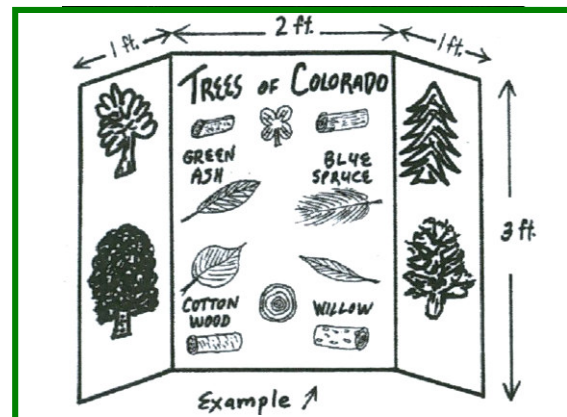
CONSTRUCTING AN EXHIBIT...

Based on your mock-up and the feedback you received, it is time to construct your exhibit. Make sure you understand county and state fair guidelines for exhibit construction. In Colorado showboards are the **only** display boards that can be used for 4-H projects.

SHOW BOARDS are made of lightweight cardboard and are sturdy, attractive, and inexpensive. They come in a variety of colors. When open, the 1 foot winged sides provide a surface to help the exhibit stand alone on a table top. 4-H project members are to use the standardized showboard (display board) size of 4ft. X 3ft. (See example on the next panel.) No headers or attachments are allowed on showboards.

EXHIBIT CHECKLIST...

- ✓ Simple and uncluttered.
- ✓ Visual sequence.
- ✓ Symbols, graphics and words,
- ✓ Strong center of interest.
- ✓ Readable typeface.
- ✓ Creative.
- ✓ Concise.
- ✓ Neat and clean.
- ✓ Durable and safe.
- ✓ All display items attached securely.
- ✓ No headers or attachments have been made to showboard.



Example : showboard dimensions

LARGE LETTERS FOR TITLE

Smaller for sub-headings

Include pictures and graphs!

How to set up your showboard

Be sure to check with your local Extension Office for more information regarding exhibit requirements at your county and state fair!

Information adapted from [Tell a Story with a Blue Ribbon Exhibit](#) published by the University of Minnesota Extension Service and the 2006 Colorado State Fair Syllabus.

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BLUE RIBBON DISPLAYS



A Guideline to Designing County and State Fair Exhibits

YOUR FAIR EXHIBIT...



WHAT

IS AN EXHIBIT?

An exhibit is a structure that tells a single story and communicates a theme through visual presentation (drawing, photo, object, interactive media) and written or recorded text.

WHAT MAKES A GOOD EXHIBIT?

1. The topic comes to life (dimension/motion/lighting/sound).
2. Points are easily understood by the audience.
3. Topic has appeal for all ages.
4. The exhibit is memorable.
5. It helps others learn through positive experiences.
6. The message flows from beginning to end. It is clear where the visitor should begin and how to continue through the exhibit.
7. The design makes good use of color.
8. Modern display techniques (such as a hands-on component) are used to teach visitors about the topic.
9. Familiar examples and experiences are used to make points.
10. The message is conveyed through using a display of objects and/or specimens (i.e. 3 ring binder that supports the display).

SIX POINTS FOR SUCCESSFUL EXHIBITS

1. Don't wait until the last minute to start your exhibit. Plan ahead!
2. Make sure your information is accurate. Flashy displays without valid information will not impress judges or the public.
3. Do the work with support from a caring adult, but make sure YOU do the work!
4. Be creative.
5. Select a topic suitable for your age, skills, and knowledge.
6. Have fun, enjoy, and learn something new while making your project.

DOING...

- ✪ **CHOOSE** the type of exhibit you want. Most exhibits have display boards, specimens, interactive pieces or a diorama.
- ✪ **GATHER** information. There are many ways to get information about the topic you have chosen. You can use the library, personal interviews, surveys and the Internet to name a few.
- ✪ **PREPARE** a budget. How much can you afford to spend on your exhibit? List what you would need to make the exhibit you have planned and the cost for each item. Take out ideas that are too expensive.
- ✪ **ITS** okay to think of other ideas... virtual reality, video, audio. Use your imagination!

QUALITIES...

Design your exhibit with good use of text and color. Consider the following qualities of a well-designed exhibit when designing your own:

- ✓ **ATTRACTIVE**—neat, clean, and artistically balanced with interesting objects, visuals and colors.
- ✓ **BRIEF**—well organized and simple, with five or fewer main ideas and only enough text to develop the theme. Make all illustrations simple with bold design.
- ✓ **CLEAR**—a theme that can be recognized and understood quickly.
- ✓ **SAFE**—nothing can come off the display that might injure people.

CHOOSING COLOR...

- ✍ Relate the color to the topic of the exhibit. For example, green for a forest, blue for sky and water.
- ✍ Use a color from the materials you have. For example, if you already have a color display board, use the same color for framing graphics. Headings should be black or contrasting colors.
- ✍ Use cool colors for less important parts of the exhibit. Cool colors include blues, greens and grays. To attract attention to featured parts of the display use warm colors such as reds or yellows. Use white if the background colors are bright or deep such as blue or red.
- ✍ Avoid overly bright, neon colors that

might irritate viewers eyes and detract from the exhibits attractiveness.

- ✍ Check the color wheel for good color combinations. Colors opposite each other on the color wheel (such as red and green) are visually attractive and can be used for contrasting the background from the text and objects. *Over for color wheel ...*

WRITING TEXT...

- ✍ Think about how the words can support the visuals (objects, pictures, drawings, etc.)
- ✍ Use descriptive titles instead of topic titles. For example "We're Losing Our Soil," is better than "Soil Erosion".
- ✍ Think visually. A good graphic may provide a better message than words.
- ✍ Keep text simple and easy to read. Avoid technical terms. If you must use a technical term or word, explain it.
- ✍ Limit sentence length to 10 or 15 words. Use short paragraphs.
- ✍ Be personal. Try using "you," "me," "I," "she," and so on. Talking to and asking questions of your audience is also effective. For example, a title might ask, "Who built the first radio?"
- ✍ Text should be enjoyable, informative and accurate.