

How to Make a Blue Ribbon Window Display!

The following are criteria on which your window display is judged. Use these suggestions to help create a blue ribbon window display.

WINDOW SHOULD DISPLAY PURPOSE OF EXHIBIT

Anyone looking at your display should know at a glance why it was put up and for what purpose. Promoting 4-H is the underlying goal, and your window display should create interest in 4-H through the “theme” of your display. Be sure to connect your title to the items in the display.

DRAWS ATTENTION

Your display should catch the viewer’s attention from a distance. The title should be short and catchy to capture the viewer’s attention and draw them into your display, much like a highway billboard sign will do! Consider using some sort of backdrop behind the window to visually separate your display from the building’s interior. Using bright, bold colors and contrast will make your display easy to notice.

LABELING

The title of your display should be clear and bold. All labeling within the display should be clean and crisp so it’s easy to read from a distance. This means that not only the title but also lettering for projects, etc. must be big and bold. People need to see the display from a distance.

EYE APPEAL

The title should be carried through with the objects in your display to tell a story. Choice of lettering and background colors should add flow and composition to your display. Also, examine your display area beforehand to help you plan what to do and how to do it. Use the window area to maximum potential. Be sure to lay out the display in a pleasing and balanced way.

CREATIVITY

Try to think beyond the obvious and simple. Think of a title and props that would tell an interesting short story. You might use a season, current event or popular phrase to reach the viewer in an eye-catching way. Remember, this is not just a poster! It is a display. That means you can use three-dimensional items as well as flat art.

QUALITY OF MATERIALS

The objects in your display should be neatly done. If projects are shown, display a good variety. Use real items or drawings of things rather than just words.

CLUB INFORMATION

Name of club, contact person and phone number should be easily seen. Adding day, time and place of your club’s meetings adds a personal touch.

