

GUIDES FOR BETTER 4-H BOOTHS

PROCEED WITH ONLY ONE IDEA: Deciding on one and only one idea is the most important step in planning better booths. Remember the principle Only One Idea. Choose a short (4 or 5 words is the limit) clear-cut title for your booth. A catchy saying or question is always good.

The title should have a key position in your booth.

PLANNING: Often one of the most neglected parts to preparing an exhibit is planning. Planning is extremely important; it is best accomplished by committee. The first step in planning is deciding on one and only one idea. Other important considerations: a budget, time, individual talents available, space, background, your audience, and what action, if any, you want them to take.

Plan successful exhibits to:

- (1) Arouse interest
- (2) Stimulate thought
- (3) Cause action

COLOR: A good rule to follow is limit your colors to 2 or 3, which relate to the subject being displayed. Choose one color for the background and use the second and third color to complement and accent. Neutral background and simple color schemes are most effective.



Consider the emotional feelings that colors convey as you prepare your exhibit. Warm colors (reds and oranges) advance and are stimulating, whereas cool colors (blues and greens) recede and are clam and restful.

LETTERING: The most important factor in lettering is readability. Tall skinny letters or short squatty letters are hard to read. For displays it is a good idea to have the lower case letters 2/3 the size of the upper case. Space between words should always be greater than the size of the letters. Spacing between letters within a word depends to a large extent on what looks right to the viewer. Remember, we read from left to right and top to bottom. Letters placed up and down or on the diagonal are hard to read and should be used with extreme care. Use the same style of lettering throughout your exhibit. Variety in size of letters is necessary to achieve emphasis.

Make sure your lettering is readable from the distance people will be observing it.



ONLY ONE CENTER OF INTEREST: Identify your center of interest by putting your key item there. All other material used in the exhibit should be arranged to compliment the center of interest. One and only one center of interest.

Emphasis in an exhibit can be achieved through the use of an accent color, unusual shapes, large size, motion or placement in the exhibit.

The center of interest should never be placed in the geometric center. Upper or lower right or left or above or below the geometric center are possible points of interest. Be sure to keep the center of interest within the normal eye range of the viewers.

NEAT, CLEAN AND ATTRACTIVE: A neat and clean booth is important.

Exhibits offer an opportunity to present the real thing, and real things are convincing as well as dramatic; however, unless you are able to keep it fresh, clean and attractive, it is better to use animations or silhouettes.

SOME RULES FOR ATTRACTIVE BOOTHS:

1. **Avoid clutter. Take out all material, which does not complement the center of interest.**
2. **Balance is important within an exhibit. If one part of the exhibit appears to be too “heavy” or too “light”, you will want to do some shifting of material.**
3. **Use variety in size and shape of material within the exhibit for interest and emphasis.**
4. **Content is the basis of exhibit display.**
5. **Check your exhibit after it has been put up. If something drops or becomes loose, it might become the “center of interest” and distract from the main purpose of the booth.**



SAFETY: Safety is important both in material used in the booth and procedure used in setting up the booth. Use sturdy stepladders. Avoid material in the exhibit, which is a potential fire hazard.

Safety is very important; observe safety rules as you prepare your booth.

FOLLOW THESE GUIDES FOR BETTER GUIDES FOR BETTER 4-H BOOTHS ALWAYS BEGIN AND END WITH ONE IDEA

LET'S GIVE OUR BOOTH A FINAL CHECK

1. **Is there one and only one center of interest?**
2. **Is the title limited to 4 or 5 words, which convey the central idea in a catchy manner?**
3. **Is the color scheme limited to two or three colors?**
4. **Do the colors relate to the subject being displayed?**
5. **Is the lettering readable?**
6. **Is the exhibit neat and well constructed?**
7. **Is there anything in the exhibit that can be eliminated and still have the One Idea carried out?**
8. **Is there variety in size and shape of material used within the exhibit?**
9. **Can the exhibit be kept fresh, clean and attractive with a minimum of effort?**
10. **Is someone assigned to look after the exhibit if necessary?**
11. **Is the exhibit safe?**
12. **Is there anything in the exhibit that is valuable and you might run the risk of losing? If there is, don't put it with the display unless securely fastened.**