



Completed (40 possible)	_____
Accuracy of answers (30 possible)	_____
Appropriate grammar (15 possible)	_____
Neatness of record (15 possible)	_____
Total	_____
A = 86-100 points	
B = 71-85 points	
C = 70 points or less	

# Graphic Design and Marketing Record Sheet

Record for Year \_\_\_\_\_

A completed record sheet is due by the last business day of June to exhibit each project at the fair.  
Use any 4-H publications, the internet, the library, or a professional to help you prepare your responses.

### The Basics

Project Division (circle one):

Beginner (grades 3-5)

Intermediate (grades 6-8)

Advanced (grades 9-12)

Name \_\_\_\_\_ 4-H Club \_\_\_\_\_

Years in 4-H \_\_\_\_\_ Grade \_\_\_\_\_ Years in Project \_\_\_\_\_

### Goals, Target, Strategy, & Logistics

What type of media did you select for your Graphic Design/Marketing Project? \_\_\_\_\_

Who is the target audience? Provide a detailed description involving items such as an age or age range, gender, residence, special interest area, etc. \_\_\_\_\_  
\_\_\_\_\_

How do you foresee your marketing tool being utilized to promote the 4-H Program, a business, or organization? \_\_\_\_\_  
\_\_\_\_\_

### Development

What elements should a designer consider when creating new logos or marketing pieces? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name several locations, types of media, or platforms a marketer could use to share the message or advertisement they wish to share. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Sometimes good marketing simply involves using strong, powerful, or creative words. Practice creativity by providing synonyms for the following words.

big \_\_\_\_\_  
small \_\_\_\_\_  
strong \_\_\_\_\_  
weak \_\_\_\_\_  
neat \_\_\_\_\_  
good \_\_\_\_\_  
made \_\_\_\_\_  
gave \_\_\_\_\_  
find \_\_\_\_\_



What are two inappropriate uses of the 4-H Clover? \_\_\_\_\_  
\_\_\_\_\_

**Analysis**

Provide a brief description of your Graphic Design/Marketing Project. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Why did you select this type of media or this style of design? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How did you obtain the supplies or technology necessary to execute the marketing piece or design? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Convey the Message**

Look in a magazine or on the internet and find a marketing campaign, logo, advertisement, promotional piece, flyer, etc. that you find intriguing, clever, or captivating. Clip, copy, or print it, and attach it. What makes the piece you selected appealing? How did it effectively convey the message? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is one thing you learned or sparked your interest as a result of completing the Graphic Design/Marketing project? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_