

## COMPUTER DESIGNED POSTER CONTEST

The Computer Designed Poster Contest is sponsored by the N.C. Association of Soil and Water Conservation Districts.

### Theme:

A set of five themes have been selected by the Association's Education Committee and adopted by the Association. These themes rotate on a yearly basis. The theme does not have to be written on the poster. The approved theme and rotation schedule is as follows:

2016-2017	Soil & Water....Yours for Life
2017-2018	Water...the Cycle of Life
2018-2019	The Living Soil
2019-2020	Wetlands are Wonderful
2020-2021	We all live in a Watershed

Conservation Districts are urged to make students aware of the following definitions to ensure that the posters display content relevant to the nature of conservation.

- **"Conservation"** -- the wise use and management of natural resources (soil, water, air, plants, and animals) to fulfill human needs now and in the future.

- **"Soil Conservation"** -- to protect soil from erosion, to keep it productive and out of waterways: to use and manage soil wisely now to ensure a rich soil resource for future generations.

- **"Water Conservation"** -- to protect water quality by keeping water clean from sediment, chemicals, oil and animal wastes; to protect water quantity by using smaller amounts of harmful elements; to use and manage water wisely now to ensure good water quality for future generations.

- **"Best Management Practices" (BMPs)** – agricultural practices that are suitable for reducing or minimizing the amount of water pollution generated by non-point sources; an engineered structure or management activity, or combination of these that eliminates or reduces adverse environmental effects of pollutants. Often called Best Management Practices.

### Participant Eligibility:

The contest will be held for **9th grade students** at District, Area and State levels.

### Contest Cycle:

Runs concurrently with the school year and takes place in participating Districts.

### Contest Procedure:

Contests will be conducted on the District, Area and State levels. District First Place winners will be eligible to enter the Area contests, and Area First Place winners will be eligible to enter the State contest. Each contest coordinator shall see that contestants and judges have a copy of the rules and shall urge them to study these rules, especially the sections on content, specifications, copyright and judging criteria. All posters entered into the District sponsored competition become the property of the respective District. These entities are entitled to use these posters for promotion of the Conservation District program.

**Specifications:**

- Posters should be designed along the following specifications. See **Poster Pointers** for tips.
- Posters shall be designed so that if they were to be printed on paper they would be no larger than 24 X 36 inches.
- Poster orientation may be portrait or landscape.
- Posters may be created using any software of the student's choice.
- **The poster should be submitted electronically ONLY in one of the following approved file formats.**

- GIF Graphics Interchange Format
- JPEG File Interchange Format
- PDF Adobe Acrobat File
- PNG Portable Network Graphics Format
- PPT Microsoft PowerPoint File
- PUB Microsoft Publisher File
- TIFF Tag Image File Format

- All posters will be judged electronically. There is no requirement for them to be printed.
- Posters must be the **original work** of the individual student. Original work is created by the student and shows a fresh, new idea. Students should be made aware of **copyright protection**. (See Copyright section.)

**Posters must be identified by submitting the following information on the second page of the poster document:**

Student's Name: \_\_\_\_\_ Grade: \_\_\_\_\_

Poster Title: \_\_\_\_\_

Poster File Name: \_\_\_\_\_

Student's Address/Parents' Email, Phone: \_\_\_\_\_

Teacher's Name: \_\_\_\_\_

School: \_\_\_\_\_

County: \_\_\_\_\_ District: \_\_\_\_\_

**Judging Criteria:**

The NCASWCD has adopted a standard poster score sheet to be used at all contest levels. Posters will be judged on the following points (Refer to **Poster Pointers** and the score sheet for tips):

- Conservation Message 50%
- Visual Effectiveness 30%
- Universal Appeal 10%
- Originality 10%

**Infractions:**

Points will be deducted for the following infractions:

- Copyright violation - 5 points
- Exceeding the 24" X 36" size limit - 5 points

### Copyright:

Copyright is a protection by U.S. laws for the authors and creators of original work. A copyright protects the particular manner of expression of ideas, but not the ideas themselves. Original work includes illustrations, computer-generated drawings, photographs, or other art work created solely by the individual submitting the work. **Example:** You can make a poster using cartoon characters that talk about soil and water conservation in comic-strip fashion if the ideas are yours (this main idea cannot be copyrighted). But if classmates recognize your cartoon characters as popular characters, then your work is copied from the original artists. Remember to use your imagination because your own ideas are the BEST!

### District Contest:

- According to the local District's guidelines, each school may submit one or more winning posters. The method of electronic poster submittal will be determined by each District.
- The District will select one winner to compete in the Area Contest.
- District Contests may be conducted at any time during the school year provided that District winners are determined by the Area deadline. First place winning posters should be sent to the Area Chairman.
- Districts may present awards they deem appropriate.

### Area Contest:

- Each Area Chairman will appoint a judging committee and arrange a date and place to hold the Area Poster Contest. The Area Chairman will notify all Districts 30 days in advance of the Area contest. Students do not have to be present at this contest.
- The First Place winning poster from each Area must be sent to the Division on or before **April 1**.
- Areas may present awards they deem appropriate.

### State Contest:

- The Association, with assistance from the Division of Soil and Water Conservation, will select a date, place and judges for the State Poster Contest.
- The State Contest will be held no later than **May 15**. Winners will be announced within 20 days.
- State prizes, as determined by the Association, will be:
  - First Prize: \$200 cash or check
  - Second Prize \$100 cash or check
  - Certificates will be given to all state-level participants.

**Poster pointers** -- how to make your conservation message into a design more readable and attractive

### What makes a good poster?

- A brief, catchy message; one theme that can be read in 10 seconds or less
- A slogan telling viewers to do something and making them want to do it
- Use of colors and white space to get and hold attention
- Letters large enough to be easily read and words separated enough to make them quickly grasped

### Other tips to remember:

- Margins should be *larger at the bottom and equal on the other three sides*
- Illustrations add emphasis and attract attention
- Small lettering is hard to read at a distance. Consider the following font sizes for readability from 10 feet:
  - Easiest to read: 1 inch (font size 115 or greater)
  - Easy to read: 3/4 inch (font size 88)
  - Fairly easy to read: 1/2 inch (font size 60)
  - Possible to read: 1/4 inch (font size 26)
  - Cannot be read: 3/16 inch (font size 18)
- **Boldness** makes a difference
- Plain lettering is more readable than fancy lettering
- R e m e m b e r s p a c i n g Rememberspacingrememberspacing

**COMPUTER DESIGNED POSTER CONTEST**  
**N.C. ASSOCIATION OF SOIL & WATER CONSERVATION DISTRICTS**



JUDGE: \_\_\_\_\_ GRADE: 9

DATE: \_\_\_\_\_

	1	2	3	4	5	6	7	8
<b>Computer Poster Entry Number:</b>								
<b>CONSERVATION MESSAGE:</b> Message shows clear understanding of why this natural resource is important & explains how people can & should conserve this natural resource. <b>50 points</b>								
<b>VISUAL EFFECTIVENESS:</b> Readability (use of white space, type Choice, neatness); originality; effect on Audience (which poster will you remember next year?) <b>30 points</b>								
<b>UNIVERSAL APPEAL:</b> Easily understood by the general Population <b>10 points</b>								
<b>ORIGINALITY:</b> Entry expresses the contest theme in a fresh, inventive, or novel way of using independent thought and creative imagination, and using the unexpected to full advantage. <b>10 points</b>								
<b>SUBTOTAL:</b>								
<b>INFRACTIONS:</b>								
<b>PERFECT SCORE:</b> <b>100 points</b>								
<b>INFRACTIONS:</b> <b>Copyright violation: 5 POINTS</b> <b>Exceeding the 24" X 36" size limits: 5 POINTS</b>								
<b>TOTAL:</b>								

(Adopted January 2014)