

# POSTER CONTEST

The Poster Contest is sponsored by the N.C. Association of Soil and Water Conservation Districts, which also sets the rules.

## **Theme:**

A set of five themes have been selected by the Associations' Education Committee and adopted by the Association. These themes normally rotate on a yearly basis, with a slight hiccup in 2014. The theme *does not have to be* written on the poster. The approved theme and schedule is as follows:

### **2011-2012 Wetlands are Wonderful**

2012-2013 Water....The Cycle of Life

2013-2014 The Living Soil

2014-2015 Wetlands are Wonderful

2015-2016 We all live in a Watershed

2016-2017 Soil & Water.....Yours for Life

Students should be aware of the following definitions to ensure that their posters display relevant conservation content:

- **"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) – 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. Rain garden or rain barrel for instance.

## **Eligibility:**

The poster contest is open to all **3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>, and 6<sup>th</sup>** grade students in the county/District. Each grade level will be judged separately and will have a first, second and third place winners. First place District winners will move on to Area competition and Area first place winners will move on to State competition. All posters entered into District sponsored competition become the property of the District.

**Specifications:**

- Posters should be **no larger than 24 x 36 inches**.
- Pictures or other materials may be mounted on the posters, if mounted securely. Only materials that are flat or create a **two-dimensional** effect may be used. **Mounted materials cannot stick out more than 1/8 of an inch from the paper.**
- Any drawing/painting/coloring materials available to students may be used. Markers are strongly discouraged because they tend to give an inconsistent look (marker streaks, fading colors, etc.) --- colored pencils, pastels and paints look much nicer.
- 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.) Hand drawn pictures are preferred over computer-generated drawings. If photos are used, they must be original shots taken by the student.
- Posters should be submitted flat and not rolled.

**Posters must be identified on the back using the following format:**

Student's Name: _____	Grade: _____
Student's Address: _____	
_____	
Teacher's Name: _____	
School: _____	
County: _____	District: <u>New Hanover, Area 6</u>

**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 (please see last page for actual judging form):

- 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 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.

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!

**PRIZES:**

- Prizes for each grade level are determined by the Association:

<b>First Place</b>	
District/County:	\$25
Area:	\$50
State:	\$200 (\$100 to second place)

- Certificates will be given to all state-level participants.

**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 capture and hold attention
- Letters large enough to be easily read and words separated enough to make them quickly grasped

**Avoid these poster faults:**

- More than one theme
- Too busy -- too many pictures or words and/or too scattered
- Material not relevant to topic

**Other tips to remember:**

Margins should be larger at the bottom and equal on the other three sides

Plan ahead

Illustrations add emphasis and attract attention

Lettering style and size!

- Small lettering is hard to read at a distance. Consider the following lettering heights for legibility from 10 feet:

Easiest to read	1 inch
Easy to read	$\frac{3}{4}$ inch
Fairly easy to read	$\frac{1}{2}$ inch
Possible to read	$\frac{1}{4}$ inch
Cannot be read	$\frac{3}{16}$ inch
- Boldness makes a difference
- Plain lettering/fonts are more legible than fancy script/fonts
- R e m e m b e r s p a c i n g Rememberspacingrememberspacing

Ask yourself the following questions about your poster:

Has the theme been clearly addressed?

Does the work demonstrate an understanding of the subject matter?

Is the work neat, organized and grammatically correct?

# POSTER CONTEST

N.C. ASSOCIATION OF SOIL & WATER CONSERVATION DISTRICTS



GRADE LEVEL: 3 4 5 6

JUDGE: \_\_\_\_\_

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

POSTER:		1	2	3	4	5	6	7	8
<b>CONSERVATION MESSAGE:</b> message is clear and stands out; linked to subject	<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>	<b>10 points</b>								
<b>SUBTOTAL:</b>									
<b>INFRACTIONS:</b>									
<b>PERFECT SCORE: 100 points</b>	<b>TOTAL:</b>								
<b>INFRACTIONS:</b> Violates Copyright: 5 points                      Exceeds size limit: 5 points									

(Adopted May 2004)