

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 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:

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
2017-2018	Water...the Cycle of Life

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:

Separate contests will be held for 3rd, 4th, 5th, and 6th grades 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 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 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 coloring materials available to students and suitable for poster work may be used.
- 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.
- 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: _____

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 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!

District Contest:

- According to the local District's guidelines, each school may submit one or more winning posters from each of the grade levels 3, 4, 5 and 6.
- The District will select one winner from each grade level to compete in the Area Contest.
- District Contests may be conducted at any time during the school year provided that District winners are determined before **March 1**. First place winning posters should be sent to the Area Chairman on or before **March 7**.
- 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 grade level from each Area must be sent to Steve Bennett at the Division of Soil & Water 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**.
- State prizes, as determined by the Association, for each grade level will be:

First Prize:	\$200 cash or check
Second Prize	\$100 cash or check
- Certificates will be given to all state-level participants.
- State winners for each grade level will be announced within 20 days after the state judging.
- **Poster pointers** -- examples of 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

Avoid these poster faults:

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

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

Easiest to read	1 inch
Easy to read	3/4 inch
Fairly easy to read	1/2 inch
Possible to read	1/4 inch
Cannot be read	3/16 inch

- **Boldness** makes a difference
- Plain lettering is more readable than Fancy lettering
- Use guidelines for word and art placement

- R e m e m b e r s p a c i n g Rememberspacingrememberspacing



NCASWCD Poster Contest

OUR GOAL: The North Carolina Association of Soil and Water Conservation Districts sponsors a poster contest at District, Area and State levels to provide third, fourth, fifth and sixth grade students an opportunity to become aware of and share their concerns for soil and water conservation through poster art.

DO:

☺ Become familiar with the judging criteria on the 'Poster Contest' score sheet.

☺ Be aware of the following definitions:

"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; 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 BMPs.

☺ Be aware of copyright protection. Posters must be your original work.

☺ Follow the specifications for size and materials for poster work.

☺ 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?

Do any mounted items stick out more than 1/8 of an inch?

☺ Be sure you have identified your poster on the back using the correct format.

☺ Contact your local SWCD office if you have any questions about participating in the poster contest.

DON'T:

☹ Don't roll your poster. Posters should be submitted flat.

☹ Don't miss the deadline for turning in your poster

☹ Don't let your parents or someone else do it for you.



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
CONSERVATION MESSAGE: 50 points message is clear and stands out; linked to subject								
VISUAL EFFECTIVENESS: 30 points readability (use of white space, type choice, neatness); originality; effect on audience (which poster will you remember next year?)								
UNIVERSAL APPEAL: 10 points easily understood by the general population								
ORIGINALITY: 10 points								
SUBTOTAL:								
INFRACTIONS:								
PERFECT SCORE: 100 points								
TOTAL:								
INFRACTIONS: Violates Copyright: 5 points Exceeds size limit: 5								

Adopted May 2004