



2017 STATE AND NATIONAL CONSERVATION POSTER CONTEST

The annual National Conservation Poster Contest is open to Kindergarten through twelfth grade students.

The theme for 2017 posters is "Healthy Soils Are Full of Life"
For poster purposes students must use the entire theme name in the poster.

The New Castle Conservation District, sponsor of the contest at the local level, will award the following prizes for each grade category (Grades K-1, 2-3, 4-6, 7-9 and 10-12):

1 st Place	\$50 (prize value)
2 nd Place	\$25 (prize value)
3 rd Place	\$15 (prize value)

State winners will receive a cash award from the Delaware Association of Conservation Districts.

We will also accept **computer-generated posters from students in grades 9-12 only**. The same level of prizes will be awarded for this special category. However, these posters are not eligible for the national contest.

Entries should be hand delivered or mailed (flat) to the
New Castle Conservation District, 2430 Old County Road, Newark, Delaware 19702.

Deadline for entries is 4:30 p.m. Friday, October 20, 2017
Contact Rick Mickowski at 832-3100, ext. 8979 for more information.

For more information and educational resources about the theme, please visit
<http://www.nacdnet.org>. Email: rick.mickowski@state.de.us
www.newcastleconservationdistrict.org



The National Association of Conservation Districts' (NACD) National Conservation Poster Contest provides students with an opportunity to share their thoughts about soil, water and related natural resource issues. It also highlights the educational outreach efforts of conservation districts and their state conservation associations, auxiliaries and/or agencies.

ELIGIBILITY

The National Conservation Poster Contest is open to kindergarten through twelfth grade students.

CONTEST RULES

Any media may be used to create a flat or two-dimensional effect (paint, crayon, colored pencil, charcoal, stickers, paper or other flat laying materials) on regular posters. A special category for computer-generated posters is open for students in grades 9-12 only.

- Poster size must be between 8.5" x 11" and 22" x 28".
- The 2017 theme "Healthy Soils Are Full of Life" must be on the poster. Do not use any other title on the poster.
- Poster must include in print on the back the child's name, grade level, name of teacher and school, and email address for the teacher.
- All posters must be created by an individual student rather than a team of students.
- Although younger students will most likely receive help in planning from parents or teachers, we encourage each student to do as much of the work as possible by him/herself. Entries completed by students in their own handwriting and coloring will score better than those designed, drawn and colored with adult assistance.
- **Posters must be shipped/delivered flat and received by the October 20, 2017 deadline. No exceptions. Judging will take place during the month of November with winners notified in early December.**
- No rolled posters will be accepted.
- Posters must be judged at the local county level. Local first place posters will be sent for judging at the state level. However, if an insufficient amount of posters are received then the county level contest will be eliminated and all posters will be judged at the state level. First place state winners are eligible for the national contest. Posters at the high school level computer generated category are not eligible for entry into the national contest, only the county and state level contest.

POSTER EVALUATIONS

Posters are evaluated on the following criteria:

- conservation message (poster uses correct theme)—50 percent
- visual effectiveness—30 percent
- originality—10 percent and
- universal appeal—10 percent.

Also taken into consideration is that the artwork is that of the participant (unless noted on back).

WHAT MAKES A GOOD POSTER?

- A brief, catchy message; one theme that can be read in 10 seconds.
- A slogan telling the viewers to do something and making them want to do it.
- 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.
- Principles of good design.
- White space that adds emphasis and attracts attention.