



2024-2025 Chatham Soil & Water Poster Contest

“Wetlands are Wonderful”

Poster Rules & Specifications:

- Contest is open to Chatham County students in public, private, Charter or home school grades 3-5.
- Contest 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.
- Posters should be no larger than 24X36 inches. No minimum, 8.5x11 inches is ok.
- 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. We recommend avoiding glitter.
- 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 information below.)
- Posters should be submitted flat and not rolled. (No-contact drop off available. Information below.)
- The theme does not need to be written on the poster. You may include it if you wish, so long as the theme may be linked to the poster’s design.

Deadline:

Poster entries are due to the Chatham Soil & Water Conservation District no later than **5 pm on February 24, 2025**. Poster submissions may be dropped off Monday through Friday, 8am to 5pm, before or on the due date in our lobby at 1192 US 64 W Business, Suite 200, Pittsboro, NC 27312. **Our lobby is located on the west side of the building.** Please call us at (919) 545-8440 if you have any questions.

Posters must be identified on the back or on a separate sheet using the following format:

Student’s Name: _____ Grade: _____
 Student’s Address: _____
 Parent’s Phone/Email: _____
 Teacher’s Name: _____
 School: _____
 County: Chatham District: Chatham

Judging Criteria:

- Conservation Message 50%
- Visual Effectiveness 25%
- Universal Appeal 10%
- Originality 10%
- Hand-drawn Elements 5%

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. Original work includes illustrations, computer-generated drawings, photographs, or other artwork 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!

Poster Pointers

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
- Don't write your name on the front of your poster.
- 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
- 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 ½ inch
- **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

For a complete list of rules, scoring rubric, hints and tips, along with the NC DPI Correlation to NC Essential Science Standards and Common Core Standards, please visit: <https://www.ncagr.gov/SWC/educational/contests.html>