



2018 STATE AND NATIONAL CONSERVATION POSTER CONTEST

The annual National Conservation Poster Contest is open to all public, private and homeschooled children in grades K-12.

The theme for 2018 posters is "Watersheds: Our Water, Our Home" For poster purposes students must use the entire theme name on the front side of 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):

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

State winners will receive a cash award from the Delaware Association of Conservation Districts in the same prize levels as the county winners.

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 state or national contest only county level awards.

Entries should be hand delivered or mailed (flat) to the Kent Conservation District, 800 Bay Road, Suite 2, Dover, DE 19901.



Deadline for entries is 4:30 p.m. Friday, October 19, 2018
Contact Alisa Bentley at 302-741-2600 ext. 115 for more information.

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

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" to 22" x 28" (regular poster).
- The 2018 theme "Watersheds: Our Water, Our Home" 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 19, 2018 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 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.

A watershed is land that sheds water to a common point. Every piece of land on earth is part of a watershed. You're sitting in a watershed right now! The way we treat the land and our daily habits can have a big impact on water quality and the water we drink. Did you know that only 1% of the water on earth is fresh, useable water? Let's practice good conservation habits.

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.

Poster contest deadline 10/19/18