

# 2022 Poster Contest



The annual NACD Poster Contest is open to all public, private and home-schooled students in grades K-12.

Create a poster based on the theme.  
Include the entire theme on the front side.

**THEME:**  
**HEALTHY SOIL**  
**HEALTHY LIFE**

**DEADLINE:**  
**OCT. 28, 2022**

**PRIZES:**  
**\$50** **\$25** **\$15**  
FIRST SECOND THIRD

## **GRADE CATEGORIES:**

K-1 • 2-3 • 4-6 • 7-9 • 10-12

## **SUBMIT TO YOUR LOCAL CONSRVATION DISTRICT**

### **NEW CASTLE**

Rick Mickowski  
302-365-8979  
[rick.mickowski@delaware.gov](mailto:rick.mickowski@delaware.gov)  
[www.newcastlecd.org](http://www.newcastlecd.org)

### **KENT**

Alisa Bentley  
302-608-5370  
[alisa.bentley@delaware.gov](mailto:alisa.bentley@delaware.gov)  
[www.kentcd.org](http://www.kentcd.org)

### **SUSSEX**

Siobhan Kelley  
302-856-2105, x122  
[siobhan.kelley@sussexconservation.org](mailto:siobhan.kelley@sussexconservation.org)  
[www.sussexconservation.org](http://www.sussexconservation.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. Locally sponsored by the New Castle, Kent, and Sussex Conservation Districts and the Delaware Association of Conservation Districts.

### **ELIGIBILITY:**

The Poster Contest is open to all K-12 public, private and homeschooled 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.

Digital posters will be accepted in two grade categories, 7-9 and 10-12.

- The 2022 theme "Healthy Soil Healthy Life" must be on the poster. Do not use any other title.
- Posters can be submitted electronically, by mail, or in person. Limit one entry per student.
  - Electronic Submissions: Email should include the child's name, grade level, school and email address of the teacher. High-quality photos of the original work (.jpg or .tif) are accepted. Include full poster photo and any relevant details. Limit 5 photos per email.
  - By Mail: 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.
  - In person: submit poster to the conservation district in your county.
- Poster size must be between 8.5" x 11" to 22" x 28" (regular poster). Posters must be mailed or delivered flat. No rolled posters will be accepted.
- 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 received by the October 28, 2022 deadline. No exceptions. Judging will take place during the month of November with winners notified in early December.
- Posters will be judged at the county level, first place posters will be sent for judging at the state level.
- 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.

### **WHAT MAKES A GOOD POSTER?**

- A brief, catchy message; one theme that can be read in 10 seconds. Keep words to a minimum.
- A slogan telling the viewers to do something and making them want to act.
- 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.

### **JUDGING CRITERIA:**

Posters are evaluated on:

50% • conservation message

(poster uses correct theme)

30% • visual effectiveness

10% • originality

10% • universal appeal

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