



# 2019 STATE AND NATIONAL CONSERVATION POSTER CONTEST

## Kent Conservation District

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

The theme for 2019 posters is "Life in the Soil: Dig Deeper"

For poster purposes students must use the entire theme name on the front side of the poster.

The Kent 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 <sup>st</sup> Place	\$50 (prize value)
2 <sup>nd</sup> Place	\$25 (prize value)
3 <sup>rd</sup> 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, 1679 S. DuPont Highway, Dover, DE 19901.

**Deadline for entries is 4:30 p.m. Friday, October 18, 2019**

Contact Alisa Bentley at 302-741-2600 ext. 3 for more information.

For more information and educational resources about the theme, please visit <http://www.nacdnet.org>.  
[www.kentcd.org](http://www.kentcd.org) Email: [alisa.bentley@delaware.gov](mailto:alisa.bentley@delaware.gov)



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 Kent Conservation District and the Delaware Association of Conservation Districts.

## **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 2019 theme "Life in the Soil: Dig Deeper" must be on the poster. Do not use any other title on the poster. An informational Power Point presentation is available at [www.nacdnet.org](http://www.nacdnet.org).**
- 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 18, 2019 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.

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. Keep words to a minimum.
- 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.

Soil is a dirty topic, but everyone needs to learn more about it! Soil is the foundation for many of the items we use in our daily life such as food, clothing, clean water, homes and more. Healthy soil equals healthy food, which equals a healthy you. Don't treat your soil like dirt!

**Poster contest deadline 10/18/19**