V28 Poster Design

1. Final Task Assignment

The task consists in creating an A4 vertical poster destined to the general public based on the theme of eco-tourism in the Aquitaine region:

Promotion of the Teich Bird Reserve in Gironde.

A resource file will be provided to contestants on the day of the competition; however, the chosen images must be reworked, such as with the addition of various effects. One of the images must be trimmed. The presence of at least 2 imageries is mandatory.

Texts must be hierarchized (title, subtitle, practical information, logo, contact information). The use of maximum of 3 different fonts is allowed.

2. Allocated time: 6h00

6 hours of competition.

3. Requirements

- Upon completing the task, contestants will print their poster in A4 format on an A3 page and hand it to the jury.

- The final print must present the bleed areas and cutting marks.

- Any contestant caught cheating, talking to someone from the public or using a communication device will suffer a penalty of 5 points for the first transgression. A second transgression will lead to an exclusion from the contest.

4. Procedure

Day -1 (March 24th): On the day before the competition, contestants will be welcomed on the contest stand by members of the jury and a briefing about the organization of

the competition will be arranged. Lots will be drawn in order to assign a work station to each contestant.

Day 1 (March 25th): All the contestants go on excursion visit.

Day 2 (March 26th): Contestants will have 6 hours to compete.

N°	5. Evaluation criteria	Scoring scale
01	General aspect of the imagery, impact of the poster	22
02	Identification of a concept, of an idea	12
03	Quality of the visual harmony	6
04	Coherence in the choice of colors according to the theme	5
05	Presence of effects on the images	4
06	Coherence of image cropping	4
07	Presence of at least one trimming on an image	2
08	Quality of the modifications and effects on images	10
09	Respect of the hierarchy of information (title, subtitle, practical information, logo, contact details). Penalty of -2 points per missing information	10
10	General aspect and text effects on fonts	12
11	Use of a maximum of 3 different fonts	2
12	Presence of the four 5mm bleed areas, -0.5 point penalty per missing bleed area	2
13	Presence of the cutting marks	1
14	Presence of at least 2 different imageries	4
15	Degree of completion of the poster	4
TOTAL POINTS		**100**

Abi wishes you a good competition!