



### 1. Final Task Assignment

Creation of a promotional brochure for the Teich bird reserve destined to the general public.

This document will be distributed mainly in tourism offices throughout the region.

Contestants will format a three-part leaflet (open A4 format, 100 x 210 mm folded). A resource file and a blank model of the leaflet will be provided on the day of the competition.

#### **Presentation of the reserve:**

The Teich Bird Reserve is a preserved and protected natural area, fitted to attract wild birds and to allow the public to observe them easily. 110 hectares of wooded areas, reed beds, meadows, saltmarsh and water stretch out between the mainland sector right up to the coastline of the Arcachon Basin. This wide variety of natural habitats provide shelter to a large number of species which use the reserve as permanent or temporary homes. The various birds are strictly wild and behave exactly as they would outside the reserve; they are neither fed artificially nor held in semi-captivity. Many of them have gotten used to seeing a public peacefully come and go and will allow humans to get much closer than they would outside the reserve, but will quickly demonstrate their shyness at the first sign of disturbance. 319 species and sub-species have been identified in the reserve since 1972, 88 of which nesting or having nested there. The role played by the reserve in the conservation of some rarer species is recognized as being of international significance.

## **2. Allocated time: 6h00**

6 hours of competition.

## **3. Requirements**

- 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.
- The final document should be in adequacy with the theme and the imposed target: eco-tourism in the Aquitaine Region.
- Upon finishing the task, contestants will print the document at a scale 1:1 with cutting marks and with a bleed area of 5 mm on A3 format.

## **4. Procedure**

**Day -1 (March 24<sup>th</sup>):** On the day before the competition, contestants will be welcomed by members of the jury. A briefing about the organization of the competition will be arranged and lots will be drawn in order to assign a work station to each contestant.

**Day 1 (March 25<sup>th</sup>):** Contestants will have 4 hours to work on their task assignment.

**Day 2 (March 26<sup>th</sup>):** Contestants will have 2 hours to complete the task.

<b>N°</b>	<b>5. Evaluation criteria</b>	<b>Scoring scale</b>
01	The pages are placed correctly, according to the model	5
02	The imposed elements are present (texts, tables, logos, etc.): page 1	5
03	The imposed elements are present (texts, tables, logos, etc.): page 2	5
04	The imposed elements are present (texts, tables, logos, etc.): page 3	5
05	The imposed elements are present (texts, tables, logos, etc.): page 4	5
06	The imposed elements are present (texts, tables, logos, etc.): page 5	5
07	The imposed elements are present (texts, tables, logos, etc.): page 6	5
08	Respect of the hierarchy of information (titles, texts, boxes)	5
09	Readability of the document	5
10	Printing performed at scale 1	5
11	The 5mm bleed areas are respected on the printed work	5

12	Cutting marks are present on the printed work	5
13	Work completed	10
14	Originality of the creation and of the selected option	5
15	Coherence and cohesion of the entire document	5
16	Pertinence in the choice of photographs	5
17	Harmony with the theme and with the target of the created graphic universe (colors, typographies, graphic inputs)	15
<b>TOTAL POINTS</b>		<b>100</b>



**Abi wishes you a good competition!**