



NAVAL AIR WEAPONS STATION, NAVY REGION SOUTHWEST

Public Affairs

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Earth Day 2012 Poster Design Entry Requirements For Middle/High School (or equivalent) students

THE CHALLENGE: Create a one-page printable poster that will inform and motivate people to Reduce, Reuse and Recycle. The winning submission will be printed and published aboard facilities at NAWS China Lake, California.

- Make your poster design fun to look at and fun to read!
- The poster must include the slogan: "Reduce, Reuse, Recycle",
- Poster design entries can be hand-drawn, created using computer or design programs, include original photographs, original images, etc.
- The poster design must be formatted to fit on one 8.5" x 11" page.

Submissions can be in portrait or landscape orientation.

Digital submissions can be in pdf, doc, jpg, png, gif, or bmp file format but must be 10MB or less. Submitting a lower resolution version is preferred to meet the submission file size restriction. If your design is chosen as winner, we will contact you and ask for high-resolution artwork.

Poster Restrictions:

*Posters must not contain content that is unlawful, in violation of or contrary to California state laws or federal laws.

*Posters using copyrighted material or music will be automatically disqualified.

We encourage you to be creative, and include original work.

Posters must NOT contain any of the following:

- Brand names or trademarks.
- Material that violates or infringes other's rights, including but not limited to privacy, publicity or intellectual property rights.
- Material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous, or promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.

Who can enter?

Any student who is enrolled in middle or high school, as well as NAWS China Lake Child & Youth programs participants.

When does the contest begin?

Contest entries will be accepted starting: Immediately

When does the contest end?

The deadline for the contest: April 19, 2012 at 5 p.m.

What are the contest categories?

There are two categories: 1) Middle School Entry, and 2) High School Entry.

Can groups enter?

Any group of students would be eligible. Groups such as departments, clubs, coalitions, centers, or associations can enter. One student representative from the group should enter on behalf of the group. If a group is chosen as a category winner, only one prize will be awarded to the group.

How are entries judged?

- Poster designs will be judged on: appropriateness to theme (50%), creativity (30%), and entertainment value (20%).
- Appropriateness to message theme: How well are you getting the objective of 'reduce, reuse, recycle promotion across?
- Creativity: Is the message communicated in a creative and innovative fashion?
- Entertainment value: Is it attention grabbing?

How are winners selected?

A distinguished panel of students, base faculty, and CYP staff will select the top five entries in each category. Winners will be notified via email or phone by April 18, 2012.

What are the prizes?

- T-shirt & tote with Castle X Youth Center logo.
- Publication of artwork and distribution aboard NAWS China Lake, California.
- Certificate signed by the NAWS China Lake Commanding Officer

How to Enter?

- Create a poster design using the instructions and entry guidelines, and email or hand deliver your poster.
- To submit digitally as an attachment, email to jonathon.sims@navy.mil . Immediately after emailing the posters, you must submit an entry form via email.
- To submit original art, hand-deliver the artwork to Castle X Youth Center located at bldg. 2480 Richmond Road NAWS China Lake, California. Hand delivered art must include an entry form. We will not count submissions for which we do not have entry forms.

For more information, please call the NAWS Public Affairs Office at (760) 939-1683.