

Design tips

Remember what a poster is for: *to quickly give the viewer a message from a distance*, so make it clear and bold. It isn't the same as a line drawing.

Here are a couple of good examples:



Judging criteria

1. **Words.** Does the choice of words convey a clear message, can the words be easily read?
2. **Images.** Do the images catch the eye of the viewer? Do they engage the viewer's feelings and thoughts? Do the images support the message of the words?
3. **Technical execution.** How skillfully are the images and text presented?
4. **Overall effectiveness as a poster.** Are the colours chosen effective (including black and white)? Is there an effective relationship between text and images in the layout? Does the poster succeed in attracting attention and communicating a clear message?



POND

POSTER
Competition

*Who
doesn't love
our native ducks?*

We don't want to see them get hurt.

We must stop human actions
that harm them.



POND

PO Box 462
Marden
SA 5070

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we must all take better care of our native ducks

- Duck shooting for sport is still allowed in SA (it has been stopped in WA, NSW and Qld). Many ducks are killed, while others are injured by shotgun pellets. These pellets can break wings and legs, which is very painful.

The government must stop duck shooting in SA.

- Ducks have fishing line wrapped around their legs or fish hooks stuck in their beaks. These injuries are very painful and may even kill the ducks.

Fishing gear must not be left in lakes and rivers.

- Ducks walk across roads, especially when they have babies. Some drivers don't care. Little ducklings are run over or become orphans when their mother is killed.

Drivers must slow down when there are ducks on the road.

We invite all South Australian students aged 10–15 to produce a poster that asks the public to take better care of our native ducks.

Win one of 3 great prizes in each age category!

The prize ceremony will be on Sunday 18 November at 2pm, Henley and Grange Community Centre.

Guidelines for entrants

- The poster must be A3 in size but may be in portrait or landscape orientation.
- It must contain a short message in words which relate to an aspect of the protect our native ducks theme.
- The words must be readable from a distance.
- The poster must contain an image or images to support the message.
- Designs must be original, but you can use a collage of your own photos, drawings, coloured paper, textured material or similar. Any medium, including paint, coloured pencil, crayon or water colour can be used.
- You can enter more than once, but you will be eligible for only one prize.
- The age categories are 10–12 years old, and 13–15 years old (as on November 2) and you must be a resident of South Australia.
- **Send your entries to:**
POND Poster Competition
PO Box 462
Marden SA 5070
- **All entries must be received by Friday November 2.**
- All posters must have your name, address and age on the back, together with the sentence: "I declare that the poster is all my own work" and your signature
- Winners will be notified by mail, and prizes will be awarded at 2pm on Sunday 18 November at the Henley and Grange Community Centre.
- Prizes in each category are vouchers from Angus and Robertson to the value of \$100 (1st), \$75 (2nd) and \$50 (3rd), that may be redeemed for any item of choice (books, CDs, DVDs).

