

LOUISIANA BEEF INDUSTRY COUNCIL BEEF POSTER CONTEST



Louisiana Beef Industry Council



OBJECTIVES

Targeted Life Skills: Learning to learn, Planning/Organizing, Wise use of resources, Communications, Marketing/Useful skills

This activity will encourage participants to learn more about the beef industry while encouraging beef industry, product and nutrition promotion. Through creative and original thinking participants will develop a visual form of marketing communication to convey thoughts and ideas. Participants are expected to create original work using resources wisely.

ACTIVITY GUIDELINES

The Louisiana Beef Industry Council Beef Poster Contest will be due to the State 4-H Office by **April 1, 2020**. Posters will be judged in April with winners announced after judging.

1. **2020 LBIC Beef Poster Contest Theme: BETTER WITH BEEF**
2. Posters must be on **“22 x 28” poster board only.**
3. Place your **NAME, ADDRESS, AGE, GRADE IN SCHOOL AND PARISH/CHAPTER** on back, upper right corner of poster.
4. Digital entries must be designed using one of the following programs: Microsoft Publisher, Adobe Photoshop, Adobe Illustrator and Canva. Digital designs should be formatted for “22 x 28” poster size prints. All digital entries must be saved in high-resolution 300 DPI in **ALL** of the following: original design file, .png file format, and .pdf file format. Digital designs should be saved to a blank jump drive, placed in a 3 ½ x 6 blank envelope labeled with **NAME, ADDRESS, AGE, GRADE IN SCHOOL, AND PARISH/CHAPTER** on the front. Contact state contest coordinator for alternative delivery format.
5. Posters and digital designs should generate positive images and promotion of beef (not live cattle production) **using the indicated theme**. Posters should promote beef without projecting any negative messages towards other agricultural commodities (chicken, pork, etc.).
6. **DO NOT use copyrighted materials**
 - You may develop ideas from magazines, parents, friends, nutrition bulletins, Beef Ambassador Fact Sheets and meat publications but the end concept should be original and not copied material.
 - **NO TEMPLATES** may be used in the digital division. All design work must be original and from scratch, just as a poster would be designed.

- Pictures, clip-art and materials (i.e. cartoon characters, advertisements, logos, etc.) that are copyrighted may not be used on the poster. The poster will be disqualified if copyrighted materials are used.
- Computer generated clip-art may be used on the poster if it is not copyrighted material.
- Materials to pull ideas from are also available from your local supermarket, butcher, the American Meat Institute and National Livestock and Meat Board.

ELIGIBILITY

The contest is open to 4-H and FFA members between 4th and 12th grades.

Participants are only eligible to win the state level contest one time.

4-H and FFA divisions compete against each other and therefore participants may only enter as **EITHER** a 4-H or FFA poster or design.

Division III competitors must choose to compete in **EITHER** the poster **OR** digital competition, participants **CANNOT** participate in both divisions in the same year.

Posters and designs submitted to the state competition become the property of the LSU AgCenter and Louisiana Beef Industry Council. The state winning posters may be used to promote beef at various events. Posters in local and parish contests should be displayed in public places such as grocery stores, drug stores, farm stores, banks, libraries, schools, Extension offices, etc.

DIVISIONS

- Division I – 4th – 6th grades
- Division II – 7th – 9th grades
- Division III POSTER – 10th – 12th grades
- Division III DIGITAL – 10th – 12th grades

AWARDS

- **First Place** – State winning posters in each division will receive \$200 sponsored by the Louisiana Beef Industry Council
- **Second Place** – State winning posters in each division will receive \$100 sponsored by the Louisiana Beef Industry Council
- **Third Place** – State winning posters in each division will receive \$50 check sponsored by the Louisiana Beef Industry Council

SPONSOR

Louisiana Beef Industry Council

2020 LOUISIANA BEEF INDUSTRY COUNCIL BEEF POSTER CONTEST DIVISION SCORE CARD



Louisiana Beef Industry Council

NAME _____

PARISH/CHAPTER _____

GRADE _____ SCHOOL/CLUB _____

SCORE CARD

Factors for Scoring	Possible Score	Score	Comments
Attracts attention and holds interest	20		
Originality of design	20		
Conveys theme clearly	20		
Accurate information and factual	20		
General Appearance			
A. Planned Flow and Good Design	5		
B. Easily read	5		
C. Neat and well-constructed	5		
D. Correct design size	5		
POSTER SIZE MUST BE "22 X 28"			

2020 LOUISIANA BEEF INDUSTRY COUNCIL BEEF POSTER CONTEST DIGITAL DIVISION SCORE CARD



Louisiana Beef Industry Council

NAME _____

PARISH/CHAPTER _____

GRADE _____ SCHOOL/CLUB _____

SCORE CARD

Factors for Scoring	Possible Score	Score	Comments
Attracts attention and holds interest	20		
Originality of design	20		
Conveys theme clearly	20		
Accurate information and factual	20		
General Appearance			
A. Planned Flow and Good Design	5		
B. Easily read	5		
C. Neat and well-constructed	5		
D. Correct design size & format	5		
DESIGN MUST BE FORMATED FOR "22 X 28" POSTER SIZE			

USING CANVA IMAGE

Canva is a convenient, image design tool for advertising programs or social media posts. Canva helps create professional designs, and is easy to use.

If you already use Canva just click the link below to the 2019 LBIC Beef Poster Contest design to be used for marketing purposes. You can edit the image with the correct dates, times, locations, and contact information for your local parish contest.

If you are NEW to Canva simply click the link and create an account (or sign in with Facebook or Google). I have also provided the link to a quick overview of Canva and how it works.

Canva Overview: <https://youtu.be/XqYti78riU8>

Canva Design Link:

https://www.canva.com/design/DADmCLDH1cA/share/preview?token=PSeWqLTLQGPVG40qvbNgdQ&role=EDITOR&utm_content=DADmCLDH1cA&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton