



**2012 HIGH SCHOOL  
POSTER COMPETITION  
RULES**

**PLEASE READ CAREFULLY!**

**NOTE: Posters must be received by 4:00 p.m. on Wednesday, April 4, 2012 at the SAE Detroit Section office at 28535 Orchard Lake Road, Suite 200, Farmington Hills, Michigan 48334** (see enclosed map). If you plan to deliver your poster in person, please call (248) 324-4445 to verify someone will be in the office between 9:00 a.m. – 4:00 p.m.

1. Each student is limited to one entry. The competition is open to all full-time high schools students within the Metropolitan Detroit area including Ann Arbor and Jackson, Michigan and Toledo, Ohio.
2. **Computer graphics are acceptable, provided participants submit a typed paragraph** with a description of the process, techniques and software used in creating the image. Paragraph must be attached to the back of poster. Artwork may be, but is not limited to, any of the following media: poster paints, including tempera; water colors; charcoal; acrylics; "collage" color applications using flat, solid colors; markers; chalk; ink; and/or oil pastels.
3. **Completed entries must be 18" x 24" in size and MOUNTED** on material strong enough to stand on an easel without bowing over. Actual artwork should be no larger than 18" x 24" and no smaller than 11" x 14". Pieces smaller than 18" x 24" must be mounted on an 18" x 24" board.
4. To mail the posters, visit any local art store to purchase a flat mailing package. Please do not use tubes for mailing as it may damage the poster.
5. The SAE Detroit Section logo and SAE 2012 World Congress theme must be included on each poster. The SAE 2012 World Congress theme "GetConnected". Visit [www.sae-detroit.org](http://www.sae-detroit.org) to download the logo (PLEASE USE EXACT LOGO). Please note there is a difference between the SAE Detroit Section logo and SAE International logo. See top of page for SAE Detroit Section logo – MUST BE EXACTLY AS SHOWN ABOVE.
6. Posters with spelling errors will be automatically disqualified. Double-check your work! Unfortunately, we get a lot with errors on them.
7. A graphic, slogan or phrase cannot be proprietary to any firm or corporation and should not pertain to a specific product (e.g. specific automotive manufacturer, specific automotive device, or specific brand name).
8. SAE Detroit Section will recruit an unbiased panel of representatives from the automotive and academic arenas to judge the posters. Judging will be held Tuesday, April 17, 2012 at Lawrence Technological University in Southfield. Decisions of the judges will be final and teachers will be notified by e-mail.
9. The top ten posters will be on display April 24-26 at SAE 2012 World Congress at Cobo Center. In addition, the top ten winners will be acknowledged in an upcoming issue of *Supercharger*, the SAE Detroit Section online publication. The top three posters will be shown in the 2013 publicity flyer.

10. The following criteria will be considered in determining the winning posters:

**Originality:** Theme idea; color combinations; composition of all the elements incorporated; freshness of aspect; design or style; the power of thought or constructive imagination and originality of design and composition.

**Artistic excellence:** Technical execution of the medium used; clarity of composition; well-integrated typography; superiority in execution; skillfulness; mastery; outstanding quality and neatness; and communication (i.e. does the poster communicate the theme?).

**Aesthetics:** Focus on tastefulness; beauty; pleasing appearance; harmony of all the elements including composition; color and typography. How well do the elements and colors blend together? Does it have appeal? Does it grab one's attention?

**Relativity to theme:** How well does the artwork communicate the theme? Is the SAE Detroit Section logo on the poster? Is the theme illustrated? Is the theme concept well developed? (see rule #5)

11. All entrants retain proprietary and commercial rights to their entries. However, SAE Detroit Section and BorgWarner, sponsors of the event, retain the following rights and privileges: 1) possession of the top ten winning posters for up to one year from the submittal date for promotional purposes, 2) reproduce the posters in its local and national publications, and 3) authorize media (television, magazine and newspaper) reproduction of the posters as news items. At the end of that time, posters will be returned to entrants, if they so desire.

12. All entries (other than the top ten) can be picked up at the SAE Detroit Section office after Friday, May 4, 2012. Posters not picked up by Friday, June 15, 2012 will be discarded unless prior arrangements have been made.

13. **Affix the label below to the back of each poster.** Please **do not** put student's name or school on the front of the poster.

**ATTACH THIS FORM TO THE BACK OF EACH POSTER**

Student Name		
Student Phone/E-mail		
School Name		
School Address		
City	State	Zip
Teacher Name		
Teacher Phone	E-mail	