

## 2020 HIGH SCHOOL POSTER COMPETITION RULES

Sponsored by:



**PLEASE READ CAREFULLY!**

**NOTE:** Posters must be received by 4:00 p.m. on Wednesday, March 11, 2020 at the SAE Detroit Section office at 28535 Orchard Lake Road, Suite 200, Farmington Hills, Michigan 48334. If you plan to deliver your poster in person, please call the office at (248) 324-4445 ext. 1 to verify someone will be there 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 school students within the Metropolitan Detroit area including Ann Arbor, Jackson, and Toledo.
2. **Computer graphics are acceptable. Students MUST include a typed paragraph** with a description of the process, techniques, and software used in creating the image(s). 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 to support themselves (test to ensure your artwork can support itself by placing it on the floor and lean it up against a vertical wall – if it does not fall over or bend over and block artwork, then it is ok).** 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 in order to **qualify**.
4. To mail the posters, visit any local art store to purchase a flat mailing package. DO NOT use tubes for mailing because required supporting material is rigid and cannot be bent.
5. The SAE Detroit Section logo (below) and the theme **"Tomorrow's Future in Technology"** **MUST BE** included on each poster and not modified in any way including legibility, colors and aspect ratio. Please contact [roxanne.loeffler@sae-detroit.org](mailto:roxanne.loeffler@sae-detroit.org) for the logo. Please note there is a difference between the SAE Detroit Section logo and SAE International logo (International logo is not allowed).
6. **See below for SAE Detroit Section logo – MUST BE EXACTLY AS SHOWN OR WILL BE DISQUALIFIED. The logo may be scaled but must be exactly as shown in legibility, colors and aspect ratio:**



7. **Posters with spelling errors will be disqualified. Double-check your work.** Yes, this does happen so make sure your work is accepted by verifying every word and use (if in phrase).

8. A graphic, slogan, logo or phrase cannot be used if proprietary to any firm or corporation and should not pertain to a specific product (e.g. do not include automotive manufacturer name, logo, vehicle model name, vehicle trim line, specific automotive device, or specific brand name anywhere on your poster, images or graphics).
9. SAE Detroit Section will recruit an unbiased panel of representatives from the automotive and academic arenas to judge the posters. Judging will be held Wednesday, March 20, 2019 at Lawrence Technological University in Southfield at 2:00 p.m. Decisions of the judges will be final and teachers will be notified by email.
10. The top ten posters will be on display at various SAE Detroit Section events. In addition, the top ten winners will be recognized in an upcoming 2020 issue of *Supercharger*, SAE Detroit Section's online publication. The top three posters will be recognized in the 2021 publicity materials.
11. 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 (Is your poster original with new ideas/combinations?)
  - 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? (How visually pleasing/clean/concise is your poster and image(s)?)
  - Relativity to theme:** How well does the artwork communicate the theme?  
Is the SAE Detroit Section (**see rule #5**) logo on the poster?  
Is the theme illustrated and/or included?  
Is the theme concept well developed?
12. All entrants retain proprietary and commercial rights to their entries. However, SAE Detroit Section and the 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. If you want your poster back – please indicate this on the last line/bottom of your paragraph on back of poster.
13. All entries (other than the top ten) can be picked up at the SAE Detroit Section office after Monday, May 11, 2020. Posters not picked up by Wednesday, November 4, 2020 will be discarded unless prior arrangements have been made.

14. **Affix the completed readable label below to the back of each poster.** Please **do not** put student's name or school on the front of the poster.
15. The first ten schools that submit a poster(s) will receive a \$100 check made payable to the school/teacher to be used to cover incurred expenses for the competition.
16. Awards included \$1,500 scholarship for first place. A \$1,000 scholarship for second place. A \$750 scholarship for third place. A \$100.00 cash award for fourth – tenth place winners.

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

Student Name:

Student Phone:

Email:

School Name:

School Address:

City:

State:

Zip:

Teacher Name:

Teacher Phone:

Teacher Email: