

2024 High School Poster Competition Rules

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BORGWARNER

PLEASE READ CAREFULLY!

NOTE: Posters must be received by 4:00 p.m. on Monday, April 8, 2024, at the SAE Detroit Section office located 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. 3 to verify someone will be there to receive them.

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. **Student 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; watercolors; 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 good to use). 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 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, "**Mobility Moving Forward**" MUST BE included on each poster and not modified in any way including legibility, colors, and aspect ratio. Please contact stephanie.alexander@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 between March 8-31. 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 and at SAE International WCX Conference April 16-18. In addition, the top ten winners will be recognized in an upcoming 2024 issue of *Supercharger*, SAE Detroit Section's online publication. The top three posters will be recognized in the 2025 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 include?
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 20, 2024. Posters not picked up by Monday, June 17, 2024, will be discarded unless prior arrangements have been made.
14. Awards - The first ten schools that submit a poster(s) will receive a \$100 check/money transfer made payable to the school/teacher to be used to cover incurred expenses for the competition.

Awards for top ten posters will receive a check or via electronic transfer:

First Place - \$1,500

Second Place - \$1,000

Third Place - \$750

Fourth - Tenth Place - \$100

Attach 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. Form must be filled out completely. Don't forget to attach your paragraph.

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: