



2012 Teacher's Guide

www.KeepNDClean.org

The **44th Keep North Dakota Clean (KNDC)** poster contest is proud to partner with **Newman Outdoor Advertising** to help protect North Dakota's natural environment by keeping North Dakota clean and healthy for the people, and animals, that live and visit here.



The poster contest is for students in grades 1–8 and special needs. Participants create artwork that reflects his or her knowledge about the responsibility we all have to keep our state and water clean, reduce waste, recycle, plant trees, prevent wildfires, create wildlife habitat, and use all our natural resources wisely. First place artwork in each grade will be turned into billboards! The KNDC contest is sponsored by a variety of partnering agencies and organizations who believe, collectively, we can make a positive impact through every day choices and actions.

All state winners, their immediate family, and teacher will be invited to an awards ceremony during Earth Day week on Monday, April 23, 2012, at the Memorial Hall in Washburn, North Dakota. After the ceremony, a luncheon will be served and everyone will get free admission to the North Dakota Lewis and Clark Interpretive Center and Fort Mandan. **First Place Winners** receive a cash award of \$100, a certificate, gold medallion, and have their *artwork made into a billboard* by Newman Outdoor Advertising, and placed along a major transportation route near their hometown. **Second Place Winners** receive \$75, a certificate, and silver medallion. **Third Place Winners** receive \$50, a certificate, and a bronze medallion.

Contest Rules

The best design for a billboard is bright, bold, and simple. Keep in mind, people can only read and understand about six words as they drive at highway speeds.

1. Entries **MUST** be postmarked no later than Thursday, **March 15, 2012**.
2. Posters **MUST** be on white paper that is 8.5" x 14" and in landscape format to be made into a billboard.
3. Entries **MUST** have a completed "Entry Form" taped to the back.
4. Each student **MUST** print their first and last name legibly on the **BACK** in the lower right-hand corner.
5. The theme **MUST** be on each entry and spelled correctly for grades 1-8 (see themes in bold on page 2); for special needs it's optional. Special needs may use the special needs theme or grade theme.
6. Entries **MUST** be reproducible and will be judged on readability at ten feet, originality, and neatness.
7. All entries **MUST** be original artwork created by the student. No computer-generated art or printing, commercial glue-on letters, or copyright items (Disney characters, etc.) will be accepted. Stencils may be used for lettering only, but are not encouraged.
8. All entries **MUST** be flat. They should not be folded, matted, mounted, laminated, or framed. They may be rolled and put into a wider tube and mailed, if necessary.
9. Artwork may be done in marker, crayon, watercolor, ink, acrylic, or tempera paint. Colored pencils are not recommended.
10. Each school may submit **one winner from each grade** (1-8) and special needs.