



2010 Water Conservation Print Ad Design Contest

The Scotts Valley Water District invites all 9th-12th grade students to enter their graphic artwork in the Second Annual Water Conservation Print Ad Design Contest. Winning entries will be published in the Scotts Valley Press Banner and entrants will be awarded a scholarship for higher education.

During the past summer due to several years of far below average rainfall Scotts Valley Water District had to enforce water restrictions. It is important that everyone in our community do his or her part to conserve our aquifer—a precious natural resource. Some points to consider while designing your print ad:

- ◆ Water in Scotts Valley comes from groundwater
- ◆ Our water supply is limited
- ◆ Drinking water is used both indoors and outdoors
- ◆ Water flow is needed for all seasons
- ◆ There are many ways in which we can save water
- ◆ Conserving water is important for future flow

Prizes

The following scholarships will be awarded:

- 1st Place: \$500
- 2nd Place: \$300
- 3rd Place: \$200

Deadline to enter is **January 15, 2010**.

Guidelines for Artwork: The ad may be in full color and has to have a 5" height and 3.15" width. It can be created using Adobe Illustrator, Microsoft Publisher or a similar print design software. Students are encouraged to create an ad that illustrates one or several important ideas pertaining to water conservation. Using fewer words is often more effective than using many. Entries must be submitted as a GIF or JPEG file. Students must submit their work independently. Group applications will not qualify for scholarships, however any group submissions will be considered for publication.

Judging Criteria

- ◆ Theme
- ◆ Originality
- ◆ Creativity
- ◆ Effectiveness
- ◆ Artistic execution
- ◆ Graphic quality

Entries will be judged on February 1st, 2010 by District staff, Board Members, and design professionals. We will choose a 1st, 2nd and 3rd place.

Awards Ceremony & Displays

Prizes will be awarded at the 2010 February District Board Meeting. Winning entries will be published in the Scotts Valley Press Banner during the 2010 calendar year and entrants will receive a scholarship to go toward their higher education.

Entry: Email entries along with your name, address, phone number, grade and age to jperak@svwd.org.

Questions: Call (831) 438-2363 or visit www.svwd.org.