AWFS® Poster Design Contest



For the Fresh Wood Student Woodworking Competition

freshwood

General Guidelines and Instructions

You will be designing a poster to promote a North American student woodworking competition. The winning poster will be distributed to woodworking teachers and students at industry trade shows and displayed in high school and post-secondary woodshops across the U.S. The poster should convey the excitement, innovation and beauty of the woodworking projects in the competition. The poster will provide basic information about the competition and the poster should motivate student woodworkers to enter the competition.



Rules

- 1. This contest is open to full time or part time students in high school or post secondary Graphics Arts/Graphic Design classes or programs.
 - 2. All entries/school levels will be judged together in the same category.
 - 3. One entry per student (no fee for entry)
 - 4. No maximum number of entries per school

The poster must include the following components, all provided by AWFS:

- 1. Text information and instructions about the 2013 Fresh Wood competition
 - 2. 2013 Fresh Wood logo and AWFS Fair logo
- 3. Photos of the winning projects from the 2011 Fresh Wood competition. You will be given 36 photos to choose from, but you do not need to use all of them. However, at least 1 photo of each of the 12 winners must be included.

These items will be available for download on an ftp site. Upon receipt of your Entry Form, login information for the site will be provided.







Technical Information

- 1. Poster size: 18 x 24"
- 2. Final poster will be printed on # 100 gloss book with 4 color process ink
- 3. If image bleed, build in a .125 bleed
- 4. Fresh Wood logo must be prominent: min 1.4" H x 8" W, no max
- 5. AWFS Fair logo must be min 1" H x 2" W, max 2.25" H x 2.7" W
- 6. Text must be minimum 10 pt. font/maximum 16 point font unless otherwise indicated
- 7. No restrictions on font style used

Submissions

- 1. Entry form must be received no later than **Monday, April 30**. Upon receipt of your entry form, AWFS will provide instructions for accessing the photos, logos and content from the ftp site.
- All final poster artwork submissions must be received by AWFS no later than Friday, May 18. There are two ways to submit the final artwork:
 - a. Submit on CD as high-res PDF plus files and fonts packaged (preferably as Illustrator or InDesign). Mail CD to AWFS at 500 Citadel Dr. Ste. 200 Commerce, CA 90040. (Entries will not be returned.)
 - b. Upload a zipped folder with a high-res PDF of your poster plus all files and fonts packaged (preferably as Illustrator or InDesign)to the ftp site (instructions will be provided upon receipt of entry form).



Judging

Entries will be anonymously judged by members of the Fresh Wood Committee, consisting of a panel of ten woodworking industry professionals. Judges will score each poster based on the following criteria:

- 1. Followed instructions
- 2. Text easy to read
- 3. Graphics and overall design captures the spirit of the Fresh Wood competition

The poster with the highest score will be awarded First Place prize and will be selected for reproduction for the 2013 Fresh Wood competition.

Prize:

1. First Place: \$500 cash, and a one year subscription to Communication Arts Magazine (or another industry-related magazine of equal or lesser value of the winner's choice)

Timeline

- Monday, April 30, 2012: Deadline to submit Entry Form to AWFS (must be RECEIVED by AWFS by this date)
- Friday, May 18, 2012: Final artwork submissions received by AWFS
- Friday, June 8, 2012: Scores due back from judges
- Friday, June 22, 2012: All entrants notified of judges' selection
- August 22-25, 2012: New poster design makes its debut at the 2012 International Woodworking Fair (IWF) trade show in Atlanta, GA

For additional information, please contact Adria Torrez at AWFS, adria@awfs.org or (323) 215-0311