

# SEASON 2 CALL FOR ENTRIES

*The Say Something Poster Project is a poster design competition and gallery show created to give designers the opportunity to “say something” that will inspire, motivate and educate the next generation.*

Winning posters will be donated to a non-profit organization and permanently installed in their facility. Posters go through 3 rounds of judging to determine 25 semifinalists and 10 winners. Designers that reach the semifinal and final rounds will be awarded with an assortment of design tools and resources. The top 25 posters will take part in **The Poster Show**, a gallery show of finalists from The Say Something Poster Project.

There is no cost to enter the competition.

## BENEFITING NON-PROFIT

10 winning posters will be donated to **The Boys and Girls Club** of Boston, Blue Hill Club, located in Dorchester MA. Their mission is “to help young people, especially those who need us most, build strong character and realize their full potential as responsible citizens and leaders.”

Online Voting: NOV. 15 - DEC. 31

## Season 2 Theme: **THIS WAY FORWARD**

Given the last 2 to 5 years, “say something” to help prepare the next generation for the future.

Reflect on recent times and analyze the many significant events that have occurred throughout the world or within your life.

You are free to choose the subject matter - environmental, economical, political, personal, etc. - however, the successful poster will focus on the “Why” or the “How” behind an event and turn it into a teaching moment.

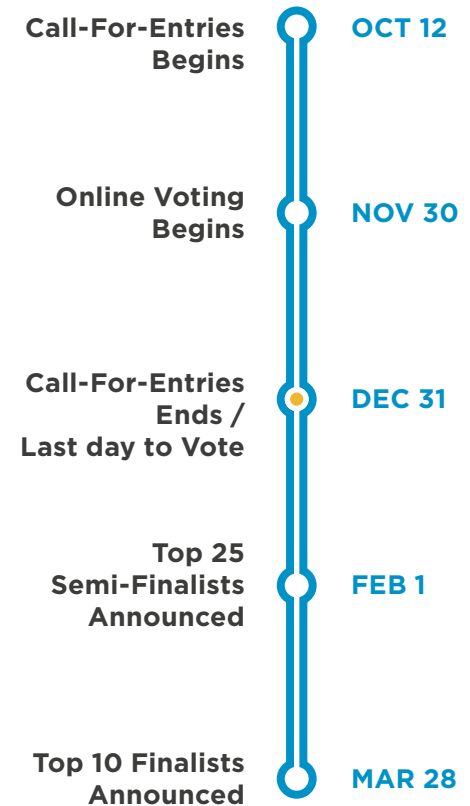
**This Way Forward** refers to the sharing of an idea that enables someone to make progress, whether by learning from the past, moving in a direction of proven success or inventing a whole new path.

Your message should be presented in such a way that it is understood and appreciated by young adults, ages 16 to 25. Consider this your target audience.

## ELIGIBILITY

Individuals on the panel of judges cannot submit. Otherwise, anyone, anywhere in the world, 18 years or older can submit. Please note that some prizes may have international restrictions.

## SCHEDULE 2011-2012



# ENTRY CATEGORIES

*All entries will be judged by the same criteria. Judges will not know who submitted or created the poster.*

## Individual Entry

Individual Entry category encourages the expression of personal experiences. With the freedom to choose their subject matter, individuals can flex their imagination and creative prowess.

## Team Entry

Team Entry category encourages multi-disciplinary collaboration. With the ability to have different design specialists on one team, for example Illustrators or typographers, teams should also consider inviting non-designers like historians or mathematicians to add content and depth.

Select a Team name to represent your group. All members of the team will be listed next to their poster entry.

## Organization Entry

Organization Entry category encourages organizations to express their mission or purpose as it relates to the theme.. This category is open to companies, agencies, non-profits, professional associations, NGOs etc.

Poster entries are credited to the organization (e.g. Submitted by: UNICEF). Organizations have the option of acknowledging the actual designer(s) within the Inspiration Statement.

Online Voting: NOV. 15 - DEC. 31

# DESIGN GUIDELINES

Create a poster that responds to the theme of this year's competition.

Your poster can be designed using illustration, photography, typography, mixed media or any graphic design technique you choose. Avoid using any copyrighted or trademarked materials or objects as elements of your design. The words "This Way forward" are not required to be part of your design.

# SUBMISSION GUIDELINES

Please follow our Print Spec. when creating your poster. To submit your poster in the online gallery, save an alternate version of your poster that follows the Upload Spec.

If your poster makes it to the Semifinals (top 25) you will be contacted for the Print Spec. version of your poster.

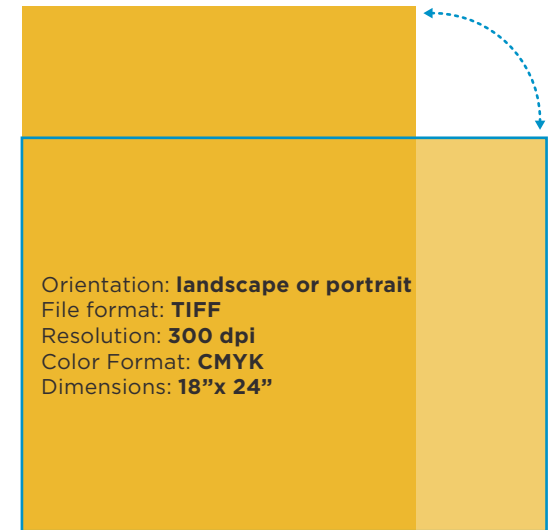
Along with your poster, upload a thumbnail representing a section of your poster. The image should be horizontally cropped per the dimensions shown.

## Inspiration Statement

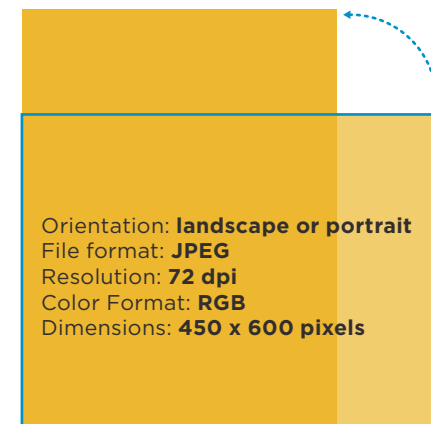
Write a statement, **250 Characters Or Less**, describing the inspiration behind your poster. Upload this statement with your poster.

*As each entry is submitted, they are approved by our submissions coordinator and uploaded to our online gallery. We reserve the right to refuse any entry we deem to be inappropriate.*

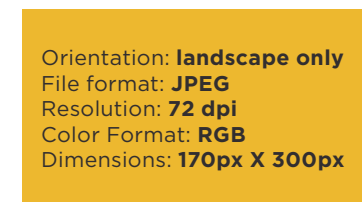
## Print Spec.



## Upload Spec.



## Thumbnail Spec.



# DETERMINING THE WINNERS

## Round 1: Online Voting

The first round of voting is open to the public and allows global friends, family and fans of the designers to get involved in the judging process. The top 100 posters with the highest score will automatically move on to the second round. Scores are accumulated by rating and sharing a poster.

## Round 2: Judges Panel

Design experts and a representative from the non-profit beneficiary will review the top 100 posters from Round 1 and determine 25 semifinalists. Judges will evaluate posters based on message, execution and relevance to the Theme of this year's competition.

## Round 3: Event Voting

The 25 semifinalists will be featured in The Poster Show where event attendees cast the final vote to determine the 10 winners. Votes from each show are accumulated and winners announced on our website after the last show.

# JUDGES

## Richard Hollant

Design Director Co:Lab, AIGA CT. President

## Shari Maestre

Teen Education Dir., Blue Hills Boys & Girls Club

## Matthew Monk

Professor of Graphic Design, R.I.S.D.

## Joe Marianek

Associate Partner, Pentagram NY  
Graphic Design faculty, School of Visual Arts NY  
Board Member, AIGA R.I.

*HINT: Read the judges' interviews on our website to get insights into what they're looking for.*

# THE POSTER SHOW

The Poster Show will feature the 25 semifinalists on display and for sale. Event attendees will vote during the show to determine the 10 winners.

See our website for the latest event dates and scheduling.

# PRIZES

Prizes are awarded to the 25 semifinalist and 10 finalists. Prizes are an assortment of design tools and resources.

Please see our website for the complete list of prizes.

# THE FINE PRINT

## Copyrights

Participants certify that their poster design is a previously unpublished, original work. Posters are credited to the individual that submits the poster, team members listed during the online submissions process, or the organization listed during the online submissions process.

Participants grant The Say Something Poster Project shared rights to artwork submitted to this competition as described in the **Reproduction and Use** section.

## Reproduction and Use

Participants acknowledge that posters will be printed and sold. Participants grant The Say Something Poster Project the right to use poster artwork for sale, marketing or incorporation in products or services created or provided by The Say Something Poster Project.

Credit will be given to artwork Designer(s).

# ORGANIZERS

The Say Something Poster Project is founded by Jason Stevens and was created to serve as a platform for generating positive message imagery that inspires the next generation.



Partnering as Lead Creative for Season 2 of The Say Something Poster Project is DKNG Studios. To view their work, please visit: [www.dkngstudios.com](http://www.dkngstudios.com)

# PRIZE SPONSORS

## HOW

Communication Arts



# SUPPORTED BY



Boston



**Questions? More Information?**

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