

## 2009 Poster Contest

### “Dig It! The Secrets of Soil”

## Soil

- Every plant, vegetable, or fruit that we eat gets its nutrients from the soil in which it grows.
- There is only about 10% (a very small fragment of the land), which represents the soil everyone depends on for the entire world's food supply. This small amount is also used for housing, cities, schools, hospitals, landfills and more.
- It can take up to 500 years to form 1” of topsoil

Soil is a precious natural resource!

Other soil resource sites:

<http://forces.si.edu/soils/> -Smithsonian

<http://www.soils.org> - Soil Science Society US

<http://soils.usda.gov> - USDA - NRCS



**DIG IT!**  
The Secrets of Soil

Jefferson Soil & Water  
Conservation District

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## Poster Contest



### Rules

- Any media may be used to create a flat or two-dimensional effect (paint, crayon, colored pencil, charcoal, paper or other materials).
- Poster size - 14" x 22"
- All posters must have a completed entry form attached to the back of poster.
- All posters must be created by an individual student rather than a team of students.
- The 1st, 2nd, and 3rd place poster in the District will go on to the Division level contest in October. The 1st, 2nd, and 3rd place posters of each Division contest will go on to the State Contest in November to be judged.

### Prizes

Local:

- 1st - \$25 and plaque
- 2nd - \$20 and plaque
- 3rd - \$15 and plaque
- 4th - \$10 and plaque
- 5th - \$10 and plaque
- 6th - \$10 and plaque



### Poster Evaluations

- Conservation message - 50%
- Visual effectiveness - 30%
- Originality - 10%
- Universal appeal - 10%

## What makes a GREAT poster?

- One clearly stated idea
- A Brief, Catchy message; one theme that can be read in 10 Seconds
- A slogan telling the viewers to do something and making them want to do it
- Colors and white space to get and hold attention
- Letters large and separated enough to be easily read

