



## **MEDIA - PRINT**

### **Event Specifications**

<b>FRESNO CITY COLLEGE EVENT CONTACT</b> For any specific event questions, please contact:	
<b>NAME:</b>	<b>Roberto Carlos</b>
<b>EMAIL ADDRESS:</b>	<b>roberto.carlos@fresnocitycollege.edu</b>

### **SCOPE OF CONTEST**

Following all school/program safety guidelines and procedures, find a creative and original (not a re-creation) way to showcase a movie poster based on a documentary of the Central Valley. Using a print format, contestants will submit an 11"x17" or larger printed poster.

### **NUMBER OF COMPETITORS**

The competition is a team (two members) or individual event, limited to 30 entries.  
*Fresno ROP reserves the right to modify enrollment due to limited spaces available.*

### **RULES AND PROCEDURES**

1. Following all school/program safety guidelines and procedures, find a creative and original way to showcase a movie poster based on a documentary of the Central Valley. Note: this is to be an original design, not a re-creation of an existing poster. The judges will be looking for creative effort.  
Include the following:
  - a. Credits (Actors/directors can be real or fake)
  - b. Rating
  - c. Studio Logo (can be real or fake)
2. All images/graphics used must follow best practices for copyright attribution (labeled for reuse with modification)
3. Must include a title and tag-line that promotes the movie poster.
4. Size of printed material must be 11"x17" or larger.
5. On the back of the print, submitted material must include: Student(s) name, school's name, and the title of the material.
6. All entries must include "Presentation Notes" (see page 2). The notes must describe the intent of the entry and a brief description of the method/processes used in creating the printed material.
7. Presentation notes must be securely attached to the back of the poster for identification.
8. All entries, with accompanying presentation notes and student/school information, must be in the Fresno ROP office by March 3, 2025 at 4:00pm.

Fresno ROP

ATTN: Career Skills Challenge

1318 E. Shaw Ave., Suite 420

Fresno, CA 93710

## **JUDGING CRITERIA**

- Creativity, Originality, Impact
- Contrast, Repetition, Alignment, Proximity
- Execution
- Technical Quality

## **EQUIPMENT AND MATERIALS**

1. Supplied by the contestant:
  - a. 11"x17" or larger print entry
  - b. Presentation notes
2. Supplied by the Career Skills Challenge:
  - a. Room to display entries



# CAREER SKILLS CHALLENGE

## SCORE SHEET

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### MEDIA – PRINT

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Contestant Number \_\_\_\_\_ Title \_\_\_\_\_

<b>Evaluated</b>	<b>Scoring</b> 1 (lowest) - 5 (highest)
<b>Creativity, Originality and Impact</b> <ul style="list-style-type: none"><li>• Connects with and appropriate to the audience</li><li>• Memorable and easily recalled</li></ul>	1 2 3 4 5
<b>Adherence to Safe Messaging</b>	1 2 3 4 5
<b>Execution of Production</b> <ul style="list-style-type: none"><li>• Theme of production, clear message, simple</li><li>• Directions followed (intended audience, Presentation notes)</li><li>• Colors, size, style</li><li>• Neatness, spelling</li></ul>	1 2 3 4 5
<b>Technical Quality</b> <ul style="list-style-type: none"><li>• Print clarity</li></ul>	1 2 3 4 5
<b>Total Points</b>	

Judge's Comments:

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