

## Official Rules

The purpose of the Student Distracted Driving Awareness Billboard Design Challenge is to design a public service announcement billboard that will convey the importance of driving without distractions and the dangers of driving distracted.

The following are the official rules:

1. To be eligible, each participant must be a high school student (grades 9-12) within the state of Ohio.
2. Participants may work individually or within teams of up to two members (a separate Participant Information/Permission Form must be submitted for each group member).
3. All submitted work must be the original work of the participant(s) and must not be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
4. All entries will become the property of the Lorain County Safe Communities Coalition and State Farm. By submitting an entry, each participant agrees that any and all intellectual property rights in the public service announcement billboard design are deemed assigned to the Lorain County Safe Communities Coalition and State Farm.
5. Except where prohibited by law, an entry submission into this contest constitutes permission to use the participant's name, likeness, prize information, and information provided on the entry form for publicity purposes, without further permission or compensation.
6. The Lorain County Safe Communities Coalition and State Farm reserve the right to modify the winning design to better fit the needs of the Initiative.
7. The decisions of the Selection Committee will be final.
8. **All digital submissions must meet the following criteria:**

Design specifications:

- Build template at 288ppi
- Live area document size: 10.208" x 22.458"
- Overall document size: 10.64" x 22.89"
- 1" - 1' scale

Acceptable formats:

- Adobe PDF, Native file formats for Adobe Photoshop, Adobe Illustrator, Macromedia, FreeHand, Adobe InDesign, QuarkExpress
- Links: .EPS (cmyk), .TIF (cmyk)

9. All non-digital submissions must be scan capable, and must be submitted in a 7:2 aspect ratio to prevent excessive cropping.

### How to Enter

To enter the Student Distracted Driving Awareness Billboard Design Challenge, eligible participants must:

1. Complete the Participant Information/Permission Form for each participant.
2. Create a public service announcement billboard design per the specifications outlined in the Official Rules.
3. Submit the completed Participant Information/Permission Form for each participant and design by no later than **11:59 pm on October 21, 2022** via email to: **Kiara Williams, [kwilliams@loraincountyhealth.com](mailto:kwilliams@loraincountyhealth.com)**.

### Selection Criteria

A Selection Committee, organized by the Lorain County Safe Communities Coalition, will evaluate all entries based on the following criteria (though other criteria may also be considered):

**Relevance** - Does the entry align with the theme and goals of the design challenge?

Does the design convey the importance of driving without distractions and the dangers of driving distracted?

**Originality** - Does the design exhibit original design, creativity, and imagination?

**Aesthetic Quality** - Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design? Will the design display well on a large, billboard scale?

### **Awards**

The first place winning student receives a \$500 gift card prize, and the winning design will be featured on Lorain County billboards. The referring teacher of the winning student receives a \$250 prize for their school for classroom improvements. The runner-up receives a \$250 gift card prize.

For any questions regarding the Design Challenge, please contact Kiara Williams at [kwilliams@loraincountyhealth.com](mailto:kwilliams@loraincountyhealth.com) or 440-322-6367.