



World Landscape Architecture Month 2011 – CSLA Poster Competition Criteria

Every April the Canadian Society of Landscape Architects (CSLA) and the International Federation of Landscape Architects (IFLA) celebrate World Landscape Architecture Month (WLAM). The purpose of World Landscape Architecture Month is to bring national recognition and awareness to the profession, landscape architects, and works of landscape architecture in Canada. One of the key communication tools of the month long celebration is the CSLA World Landscape Architecture Month poster. Each year the CSLA sponsors a poster competition, and the winning poster design is distributed across the country to our component associations, schools, members and professional offices, and to public governments and organizations. **Show us your creative genius for World Landscape Architecture Month 2011!**

Eligibility: Students of Landscape Architecture Programs in Canada, and LA Interns in CSLA Member Offices

1. **One poster** that can be reproduced at a variety of sizes. Posters will be juried in an 11 x 17 pdf format.
2. **The design** should communicate the 2011 WLAM theme of “Urban Forests for our Future”. The United Nations has declared 2011 the Year of Forests. In our increasingly urban environments, how will landscape architecture integrate forests into our cities in the future?
3. **Technical Criteria:**
 - a. Poster graphics and text must be visually engaging to a general audience; articulate the theme in a clear and simple manner; represent a Canadian identity; and integrate all required text and logos into the design format.
 - b. 11x17 PDF (300dpi with digital file 5MB or less) with 1/4” margin around edge that does not have text/important graphic within it (unless desired that text may be cut off, or is intentionally cut off). Layout orientation may be landscape or portrait.
 - c. Design is full-bleed, provide 11.25x17.25 document with color/image extending to this size (no important information outside of 10.75x16.75)

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CSLA AAPC

Canadian Society of Landscape Architects L'Association des architectes paysagistes du Canada

- d. Must integrate the following text, at equal font size in a clear, readable and prominent manner: "April 2011 – World Landscape Architecture Month" and "Avril 2011 – Le Mois International De L'Architecture De Paysage"
 - e. Include the CSLA/AAPC logo and csla.ca/aapc.ca
 - f. Include WLAM logo (available on the CSLA website)
 - g. Any additional text used in the design must be presented in English and French.
 - h. Poster images must include "original works". Graphics, photographs and artwork not produced by the entrant(s) must be authorized for use on the poster (documentation of authorization must accompany your submission) and credits to the original source must be included on the poster as post-script text.
 - i. Include team member(s) name as post-script text in a discreet location on the poster.
 - j. The design should be accompanied by a statement that includes name and contact information of the designer (individual or teams), and the School (for student entries) or Firm and /or Component Organization (for interns); and a maximum 100 words that communicates the designers interpretation of the LA Month theme.
4. **Judging criteria** – Clarity and significance of WLAM theme and designer message; effectiveness of attracting attention; relevance to public at large (youth and adult audience); and artistic merit. The Jury reserves the right to request the winning submission to make minor adjustments to the design prior to printing of the poster.
 5. **Agreement** – All entries become the property of the CSLA and all rights to reproduce belong to the CSLA.
 6. **Submissions** must be emailed as a pdf file, and must be **received** by the CSLA no later than **January 14th, 2011**. Email address: info@csla.ca
 7. **The winner** will be announced in February 2011. The winning submission will be provided in both print and digital format to all CSLA components and allied and affiliate organizations for distribution to their members and the public. The Jury may also select a minimum of two runners-up, whose submissions may also be made available to the CSLA membership in digital format.
 8. **The winning submission** prize is **\$1,000.00**.

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