

Poster Design

1. Final task assignment

The task consists in creating an A3 vertical poster destined to the general public based on the following theme: **The hot-air balloons of Metz.**

It is an annual event, taking place since 1990. A unique opportunity to see the city from the sky.

A resource file will be provided to contestants on the day of the competition.

Each contestant must choose at least 3 images. At least two of them must be enhanced with visible effects (Gaussian blur, color saturation, clipping...). Images must be in CMYK, 300 dpi, jpeg or tiff format.

They will have to create a vectorized graphic which will have to be judiciously integrated into the layout.

The texts (in English) and the logo (to be used in color or in white at the choice of the candidate) will be provided (in HD). They will complete the layout. Please note that a reading hierarchy is expected: title - subtitle - dates - logo.

A maximum of 3 fonts will be allowed. It will however be possible to play on the weights, or type (italic, upper or lower case, ...). The typographic work is as important as the image to give the right message.

Each contestant's poster should be named as follows: Last Name-First Name-Poster Metz 2023. This information will appear on the printed document.

Each candidate may print up to 3 times during the event to check the information.

2. Allocated time: 6H00

6 hours of competition.

3. Requirements

- ✓ The final printing must be done within the 6 hours allotted. A penalty of 5 points will be applied for any delay of more than 5 minutes and 10 points for 10 minutes delay (except in case of a technical problem with the printer or the computer).

- ✓ If the document is more than 10 minutes late, it will not be judged, and the contestant will be disqualified (except in the case of a technical problem with the printer or the computer).
- ✓ Contestants will have Illustrator, InDesign, and Photoshop to work with.
- ✓ At the end of the task, contestants must submit to the jury a printing of their poster at actual size on SRA3 paper to show the 4 cut lines and the 4 bleeds, which must be precisely 5 mm.
- ✓ Contestants caught communicating with a member of the public or with a communication tool will be penalized. A penalty of 5 points out of 100 will be imposed for the first infraction, and a second infraction will result in exclusion from the competition.

4. Procedure

Day -1(March 23rd): The day before the competition, contestants will be welcomed at the stand "Poster Design" by the jury. A briefing about the organization of the competition will be given and the workstations will be chosen at random. Due to the large number of registered contestants, the competition will be organized in two groups. Contestants from a same delegation will inevitably be placed in the same group.

Composition of the groups

Group 1: 8 contestants	Group 2: 7 contestants
Bangladesh, 2 contestants	Chinese Taipei, 1 contestant
Pakistan, 1 contestant	Finland, 1 contestant
Azerbaïdjan, 1 contestant	Senegal, 1 contestant
India, 1 contestant	France, 2 contestants
Korea, 1 contestant	Mongolia, 1 contestant
Japan, 1 contestant	Sri Lanka, 1 contestant
Kazakhstan, 1 contestant	

Day 1(March 24th): Group n°1 will have 6 hours to complete the task.
 Group n°2 leave for a visit.

Day 2 (March 25th): Group n°2 will have 6 hours to complete the task
 Group n°1 leave for a visit.

5. Scoring criteria

N°	Items to be evaluated	O/S	Scoring scale
01	General aspect of the imagery, impact of the poster <i>Aspect général du visuel, impact de l'affiche</i>	S	15
02	Visual harmony / colorimetric choice <i>Harmonie visuelle / choix colorimétrique</i>	S	5
03	Presence of 3 photos minimum <i>Présence de 3 photos minimum</i>	O	5
04	Presence of effects on the images (at least two images) <i>Présence d'effets sur les images (au moins deux images)</i>	O	5
05	Quality of the effects on the images (at least two images) <i>Qualité des effets sur les images (au moins deux images)</i>	S	10
06	Presence of a vector visual <i>Présence d'un visuel vectoriel</i>	O	5
07	Quality of execution of the vector visual <i>Qualité de l'exécution du visuel vectoriel</i>	S	10
08	Texts: presence of all elements: title - subtitle - location - dates - logo (-1 point per missing information) <i>Textes : présence de tous les éléments : titre - sous titre - lieu - dates - logo (-1 point par information manquante)</i>	P	5
09	Good reading hierarchy of the texts: first the title, second the subtitle and no matter for place, dates, logo <i>Bonne hiérarchie de lecture des textes : en premier le titre, en second le sous-titre et peu importe pour lieu, dates, logo</i>	O	10
10	Use of 3 fonts maximum <i>Utilisation de 3 polices de caractères maximum</i>	O	5
11	Typographical quality of the poster and efficiency of reading <i>Qualité typographique de l'affiche et efficacité de lecture</i>	S	10
12	Good naming of the file: Last name-First name-Poster Metz 2023 <i>Bon nommage du fichier : Nom-Prénom-Affiche Metz 2023</i>	O	2
13	Presence of 4 bleeds of 5 mm <i>Présence de 4 fonds perdus de 5 mm</i>	O	2
14	Presence of cutting lines at the 4 corners <i>Présence des traits de coupe aux 4 coins</i>	O	1

15	Submission of the final printing after the 6-hour deadline (- 5 points if the delay exceeds more than 5 minutes, - 10 points if the delay exceeds is more than 10 minutes). <i>Remise du document au-delà du délai de 6 heures (- 5 points si le délai dépasse plus de 5 minutes, - 10 points si le délai dépasse plus de 10 minutes)</i>	P	10
TOTAL POINTS			100