

## world landscape architecture month 2015 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), which brings recognition and awareness to the profession, landscape architects, and works of landscape architecture in Canada.

One of the key communication tools is the CSLA World Landscape Architecture Month poster. Each year the CSLA sponsors a poster which is distributed across the country to our component associations, schools, members and professional offices, and to public governments and organizations.



### Enter the competition!

**\_CSLA members, interns and associates employed in Canadian firms and students** of landscape architecture programs in Canada are eligible.

**\_the theme is the Canadian Landscape Charter**, which is being prepared for ratification at the CSLA Congress in 2015. The Canadian Landscape Charter is a solemn instrument wherein the different regional components of CSLA and others organizations share their commitment to recognize, protect and manage in a sustainable way, the landscapes across the country. In 2015, all CSLA members and component associations will commit to a common vision on the importance of the diverse landscapes across the country. The development of a “Global Convention on Landscapes” was initiated by the International Federation of Landscape Architects (IFLA) in 2010. Shortly after, the CSLA began developing a “Canadian Landscape Charter”. Through the Canadian Landscape Charter, the CSLA recognizes that all landscapes have an intrinsic value vital to our identity, environment and livelihood as Canadians. Furthermore, we pledge to consider all people, inspire stewardship, expand knowledge and show leadership as we protect, enhance, create and manage the priceless resources which are the “landscapes we live in”. Perhaps the most important thing to capture in the poster contest is the tone and spirit of this declaration. It is a ‘solemn instrument’, but ‘solemn’ in this case doesn’t mean somber, it means heartfelt and firm. It is about passionately embracing our responsibility to the land. It marks a proud milestone in the profession’s growth. We should celebrate.

**\_the jury will favour** posters that distill the essence of this initiative through simple, powerful and evocative graphics and typography. It is a bold declaration that demands bold imagery.

**\_all posters**, not just the winning entry, will be made available to the CLCI working group for their use in the document.

**\_posters** will be juried in an 11 x 17 .pdf format.

**\_the design** should communicate the 2015 WLAM theme: **“Canadian Landscape Charter”**



#### **\_technical criteria**

- a. Poster graphics and text must be visually engaging to a general audience; articulate the theme in a **clear and simple** manner; and integrate all required text and logos into the design format.
- b. 11x17 PDF (300dpi with digital file 5MB or less) with 1/8" 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)
- d. Must integrate the following text, at equal font size in a clear, readable and prominent manner: "April 2015 – World Landscape Architecture Month" and "Avril 2015 – Le mois mondial de l'architecture de paysage"
- e. Include the CSLA logo and website ([www.csla-aapc.ca](http://www.csla-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.

#### **\_judging criteria**

- a. clear and bold graphic language;
- b. relevance to WLAM Poster Competition objectives;
- c. effectiveness at highlighting a component of the landscape architecture profession;
- d. effectiveness at catching a viewer's attention, providing information and encouraging further investigation;
- e. relevance to public at large (youth and adult audience) and broad appeal; and
- f. 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.)

**\_agreement:** all entries become the property of the CSLA and all rights to reproduce belong to the CSLA.

**\_deadline is Monday, March 2nd, 2015** and must be emailed to [executive-director@csla-aapc.ca](mailto:executive-director@csla-aapc.ca) as a .pdf file

**\_the winner** will be announced in March 2015. 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.

**\_the winning submission prize is \$1,000**