

## world landscape architecture month 2017 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 "from dreamed landscapes to the landscapes of our dreams"**, which is also the theme of the third edition of the Canadian Landscape Portfolio (see news item below). The call for images of "dreamed landscapes" will begin in April 2017. The call for "dreamed landscapes" aims to illustrate landscapes that could bear the title "Dreamed Landscapes" because of their exceptional characteristics or attributes. Those landscapes may or may not exist, but they are the landscapes of our dreams.

**\_the poster will be used** to promote the Canadian Landscape Portfolio (CLP). The CLP is a web based digital photographic gallery intended to illustrate Canada's diversity of landscapes by provinces and territories. Compiled from CSLA members' submissions from around the country, the CLP aspires to showcase the various "landscapes" mentioned in the Canadian Landscape Charter, including the ones too often forgotten because of their apparent unimportance. The CLP is not about finding the most picturesque, rare or exhilarating place but more about capturing those significant moments when a close relationship is achieved between the author and a specific landscape. Learn more at <http://clp-ppc.org/>

**\_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.

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

**\_the design** should communicate the 2017 WLAM theme: **"from dreamed landscapes to the landscapes of our dreams"**



#### 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 2017 – World Landscape Architecture Month" and "Avril 2017 – 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 at <http://www.csla-aapc.ca/events/tips-and-promo-tools>)
- 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 Friday, March 24<sup>th</sup>, 2017 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 April 2017. 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