

## **JBRU BEEF DIGITAL GRAPHIC AND PHOTOGRAPHY CONTEST**

The purposes of the "JBRU Beef Poster and Photography Contests" are to allow youth an opportunity to expand into the area of marketing which is a vital step between the producer and consumer. The Contest will include divisions for youth that have reached their 5<sup>th</sup> birthday and have not reached their 22<sup>nd</sup> birthday as of January 1, 2020. This contest also provides the participants a way to enhance their creativity and originality, as well as, a way to share their ideas with other youth and public.

### **DIGITAL GRAPHIC CONTEST GUIDELINES**

1. In order to compete in this contest, all work must be conducted on an individual basis (all work must be done by the entrant). There will be 4 divisions: Division I (6-8 years of age), Division II (9-11 years of age), Division III (12-15 years of age), and Division IV (16-21 years of age).
2. The 6-8 year old division will be able to color a beef mini poster at the show, and ribbons will be presented on Sunday for participation.
3. The specifications for the graphic design contest are to design a flyer that promotes Beef. It's What's for Dinner and the format must be sent as a .pdf to [ncbeef@nccattle.com](mailto:ncbeef@nccattle.com) The deadline for submission will be August 1, 2020. Graphic design entries should be submitted to [ncbeef@nccattle.com](mailto:ncbeef@nccattle.com)

### **PHOTOGRAPHY CONTEST GUIDELINES**

1. In order to compete in this contest, all work must be conducted on an individual basis (all work must be done by the entrant). There will be 4 divisions: Division I (6-8 years of age), Division II (9-11 years of age), Division III (12-15 years of age), and Division IV (16-21 years of age) as of January 1, 2020. Youth will be ranked using the Danish System and an overall winner will be declared for each division.
2. There will be three categories:
  - a. Landscape - Photographs that focus on scenery around the farm or ranch should be the main focus of the picture.
  - b. Animals - Photographs that highlight cattle on the farm or at an event. The cattle should be the dominant focus of the picture.
  - c. People - Photographs that show youth and/or family, friends, etc., either involved in activities on the farm, ranch or at an event.
3. Photos will be in electronic form. Photos should be sent to [jbruphotographycontest@gmail.com](mailto:jbruphotographycontest@gmail.com).
4. Photo entries must not have competed in any other JBRU photography contest.
5. The photo entry must have been taken during the last year.
6. Maximum of three entries per contestant. **NO MORE THAN 1 ENTRY PER CATEGORY.**
7. When being submitted for competition each photo must be accompanied by the following photo score card, with the top portion completely filled out and submitted via email with the photograph to [jbruphotographycontest@gmail.com](mailto:jbruphotographycontest@gmail.com).
8. Photographs are to be submitted online to [jbruphotographycontest@gmail.com](mailto:jbruphotographycontest@gmail.com) by August 1, 2020.
9. Sponsor: The Carolina Cattle Connection - 2228 N Main Street, Fuquay- Varina, NC 27526
10. Photos will become public domain upon entry. Contestant agrees by entry that the photos can be used by NCCA, NCSU, and other affiliated organization

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## JBRU BEEF GRAPHIC DESIGN CONTEST SCORECARD AND ENTRY FORM

- Division I 9-11 years of age
- Division II 12-15 years of age
- Division III 16-21 years of age

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Birthdate: \_\_\_\_\_  
County: \_\_\_\_\_

*DO NOT WRITE BELOW THIS LINE*

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Category	Possible Points	Your Score
1. Attracts attention: holds interest	20	
2. Original	20	
3. Easily understood: conveys a clear, favorable message about beef	20	
4. Good design, well planned, easily read	20	
5. Accurate, factual information	10	
6. Neat	5	
7. Name, address and age taped to poster	5	
<b>TOTAL POSSIBLE POINTS</b>	<b>100</b>	

Additional Comments:

[Type here]

## JBRU PHOTOGRAPHY CONTEST SCORECARD

- Division I 6-8 years of age
- Division II 9-11 years of age
- Division III 12-15 years of age
- Division IV 16-21 years of age

**PHOTO CATEGORY:**     • Animals             • Landscape             • People

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Birth Date: \_\_\_\_\_  
County: \_\_\_\_\_  
Location or Event  
where photo was  
taken: \_\_\_\_\_  
Photo Title: \_\_\_\_\_

*DO NOT WRITE BELOW THIS LINE*

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Category	Excellent	Good	Fair	Poor
<b>QUALITY (35 Points)</b>				
1. Focus				
2. Lighting/Shadows				
3. Depth of Field				
4. Distance from Object				
5. Neatness				
<b>Composition (35 Points)</b>				
1. Originality				
2. Arrangement				
3. Background				
<b>Storytelling Ability, Title/Theme (20 Points)</b>				
<b>Photography Scorecard on back and filled out (10 Points)</b>				
Total Score:				

Additional Comments: