

# Bear Smart Port Hardy

## Street Banner Contest Entry Form:

**Name:**

**Phone number:**

**Email:**

Where did you hear about this contest?

Tell us about your banner design. Please include a written description of your design

### Banner Design:

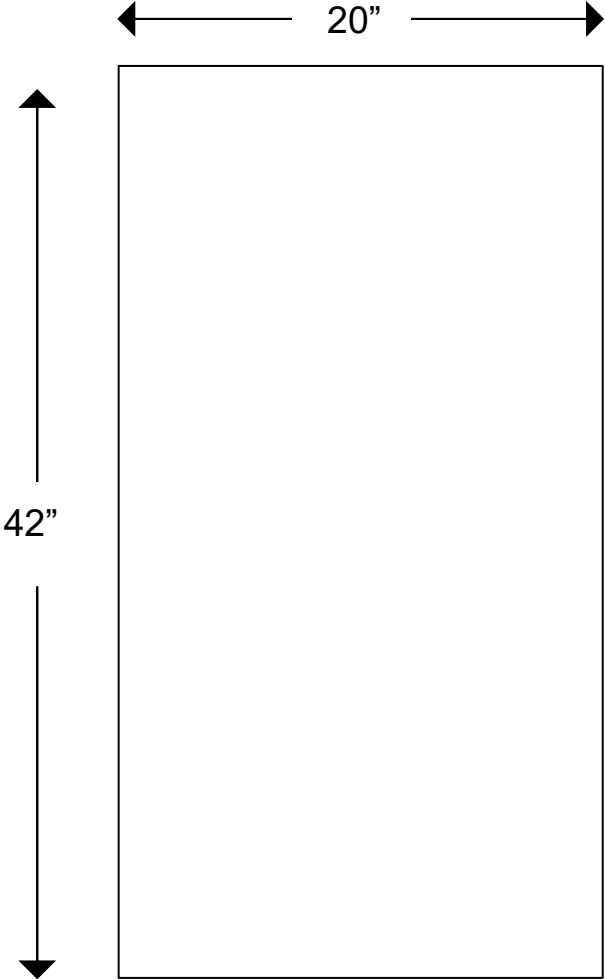
• **Your design should be:**

- Easily readable at a distance and up close
- High enough resolution to meet banner production needs and can be enlarged successfully (Final dimensions 20" x 42")
- Vertically oriented
- Original and not executed previously
  - Digital artwork, photograph and felt marker designs transfer the best.

• **Your design should:**

- Conform to the sizes in the templates provided. Designs can be enlarged from smaller dimensions such as 10" x 21" or 5" x 10.5."
- Bold colours, a simple message, and an understanding presentation are essential to exceptional banner and flag design
- Meet the spirit of the theme it represents.

Please use the template below (or create your own with the same dimensions) to show us how your design will look on the banner.



# Bear Smart Street Banner Contest Rules & Guidelines:

1

Enter by emailing a PDF or JPG copy of your contest entry form and design to [BearSmart@porthardy.ca](mailto: BearSmart@porthardy.ca) with subject heading “Bear Smart Banner contest”

or mail: District of Port Hardy, Attention: Bear Smart Contest, PO Box 68, Port Hardy, BC, V0N 2P0

Contest entries are limited to 1 entry per person.

Questions? Please email [BearSmart@porthardy.ca](mailto: BearSmart@porthardy.ca)

2

## Theme:

The topics we have chosen to represent Bear Smart Port Hardy are:

**‘Ways to keep bears safe in our community’,  
‘What does living in bear country mean to you?’ or  
‘How to prevent conflict between humans and bears.’**

- For example, you will draw a banner of food locked away or in trees when camping in bear country, driving slowly on highways when you see bears, keeping your distance when you see a bear, etc.

For more information about Bear Smart Port Hardy visit:  
<https://porthardy.ca/community/bear-smart/bear-smart-info/>

3

Submit **your best, most colourful, high resolution digital** or **“Smartphone” original photos**, making sure that you only send in **portrait (vertical)** oriented images! Landscape (horizontal) images can’t be used for banner designs.



Want to create **digital artwork** illustrating the Contest themes? Go for it! We want to see your **digital illustrations, mixed media** and **graphic art entries**, but please remember that all artwork should be reflective of our Bear Smart topic, created at **minimum 300dpi**, vertically oriented and measure 20" x 42" to match the finished banner proportions.



We want to see your **original art entries!** Felt marker designs transfer the best, however we also accept traditional **watercolour, acrylic** or **printmaking mediums**. Please remember that all finished works should be reflective of our Bear Smart topic and measure 5" x 10.5" or 10"x 21" to match the finished banner proportions.

*Please note:* Due to COVID19, we are not accepting "dropped off" original artwork submissions.

**Please photograph and upload your submission online or mail to the address provided above.** *If your artwork is selected as a final banner design, we will contact you to arrange drop-off of the original artwork for high resolution scanning.*

## BANNER SELECTION:

Contestants may submit up to **1 entry per person.**  
**Deadline for entry is June 30, 2021, 4:30pm PST**

**Up to 5 designs** will be chosen as finalists by a panel of volunteer community judges.

The winning designs will be selected for display on the Port Hardy Market Street light poles.

A **\$200 honorarium** will be awarded for each of the selected designs.

The artist retains sole copyright to his/her artwork. The District of Port Hardy will have unlimited reproduction rights to all contest submissions.

*All Citizens of The Regional District of Mount Waddington are eligible for this contest. District of Port Hardy employees, family members and the judges are ineligible for this contest.*

# Banner Submission Details

## Dimensions

- The finished street banner will measure 20” x 42” and will be vertically oriented.

## Simplicity

Your Bear Smart image is on the street, viewed by people in motion, it moves in the wind and is impacted by sunshine - therefore “keep it simple”.

- The message must be easy to absorb at a single glance.
- The identity of the message should be immediately clear.
- An image attracts the eye and quickly conveys an impression.
- Make sure that the relationship between the design and Bear Smart is self-evident.
- When viewing a textile banner the image will be a mirror image on the back side.

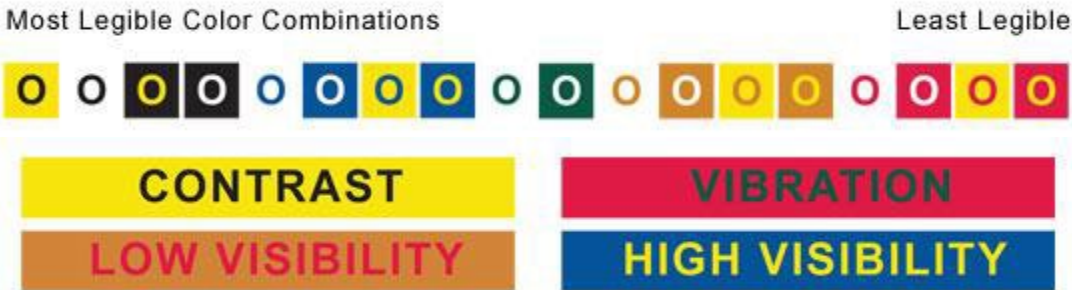
Simple images that can be mirrored like the Canada maple leaf are good choices, avoid lettering.

## Be Legible

- Use type large enough to be read from a predetermined distance.
- Overly fat or thin type fonts should be avoided.
- Lettering which is superimposed over a complicated background should be avoided.
- Nylon banners are dyed so there will be some bleed between the colour separations thus very small detail elements should be avoided. Ensure wording and lines are spaced so that they do not bleed into the next word or design

## Color and Contrast

- Use bold colours with high contrast.
- Avoid graduated colour changes, solid colours are best.



# Technical Specifications

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## PHOTOGRAPHY

**Submit only portrait / vertical oriented** photographs to retain the integrity of the original photograph. Landscape / horizontal oriented images are discouraged due to the need for severe cropping to fit the banner dimensions.

### PREPARING YOUR SUBMISSION:

All digital photographs must meet the following guidelines in order to be considered for the contest.

**Submit only portrait / vertically oriented or square cropped photographs** in order to retain the integrity of the original photograph. *Landscape / horizontal oriented images are discouraged due to the need for severe cropping to fit the banner dimensions.* Only original, digital photographs, will be accepted.

**To submit your banner design email:** [BearSmart@porthardy.ca](mailto: BearSmart@porthardy.ca) with subject heading "Bear Smart Banner contest"

**or mail:**

District of Port Hardy, Attention: Bear Smart Contest, PO Box 68, Port Hardy, BC,  
V0N 2P0

**Do Not submit photographs containing people, whose identities are clearly discernible.**

Each digital file submitted must be identified by your full name and an image number. For example: **John-Doe001.pdf, Jane-Doe001.jpg**

*\*\*Please note: DO NOT upload your files with only the image number from your computer. Due to the volume of contest submissions and the need to correctly track all entries, files not conforming to the naming procedure may be disqualified.\*\**

### TECHNICAL SPECIFICATIONS:

**Image resolution and minimum requirements:** high resolution, cropped photographic image(s) measuring minimum **2000x5000 pixels @ 300dpi**.

*Submissions that do not meet the minimum image resolution may be disqualified because they cannot be successfully enlarged to meet the City's banner production requirements.*

Adjustments to lighting and colour enhancement are permitted; however, any photographic manipulation, adjustments and enhancements deemed excessive / artificial may be disqualified. These include excessive / unrealistic HDR treatments, oversaturated / unrealistic colour treatments, photo composites, etc.

## DIGITAL CAMERA IMAGE FORMAT:

All submissions should be high resolution JPG only.

If possible, shoot images for your banner design in RAW image format (either CR2, NEF or RAF).

If your photograph is selected, you will be contacted by the City for an uncompressed, high resolution TIFF or RAW image file if it is available.

## SMARTPHONE CAMERA IMAGE FORMAT:

If entering 12MP or larger smartphone photographs, please ensure that you are downloading and submitting the highest quality image possible from your device.

**Convert your HEIC image format to JPG** and follow the file naming standard above before uploading your submission.

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# DIGITAL ART

## PREPARING YOUR SUBMISSION:

All digital illustration, matte painting and collage artworks must meet the following guidelines in order to be considered for the contest.

**ALL Digital artwork should be created at a minimum 300ppi.**

**Minimum size of artwork must maintain a proportional scale of 20' x 42".** Artwork not meeting the size requirement will be subject to cropping at the designer's discretion. The recommended format for digital illustrations is vector- or raster-based images for digital collage and digitally painted designs.

Words, letters and numbers may be included in the overall design if they are related to the theme of the artwork.

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**or mail:**

District of Port Hardy, Attention: Bear Smart Contest, PO Box 68, Port Hardy, BC,  
V0N 2P0

Each digital file submitted must be identified by your full name and image number. For example:

**John-Doe001.jpg, John-Doe-004.pdf**, etc...

*Please note: Due to the volume of contest submissions and the need to correctly track all entries, files that do not conform to the naming procedure may be disqualified.*

## TECHNICAL SPECIFICATIONS:

**Image resolution and minimum requirements: 2000x5000 pixels @ 300dpi**

Submissions that do not meet this image resolution may be disqualified because they cannot be successfully enlarged to meet the City's banner production requirements.

Colour space preference is CMYK, but sRGB is acceptable. Please note: colours may shift in conversion from sRGB to CMYK - please bear that in mind when creating your digital artwork.

Acceptable digital art formats include: Illustrator AI, EPS and PDF formats; Photoshop JPG and PSD formats.

*Please note: All non-Adobe graphic files must be converted and saved as one of the above industry standard digital formats.*

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# ORIGINAL ART

## FELT MARKERS, PAINT + PRINT MAKING

### PREPARING YOUR SUBMISSION:

All felt marker, painted and printmaking artworks must meet the following guidelines in order to be considered for the contest.

**All artwork must be original, handmade and created by the artist submitting the contest entry**

Absolutely no mechanical reproductions of original works are permitted.

**Absolutely no copyrighted, unaltered original images such as magazine and/or book images are permitted in the final submitted artwork.**

**Minimum finished artwork size must maintain a proportional scale of 5" x 10.5" or 10"x 21"** to match the finished banner proportions.. Artwork not meeting the size requirement will be subject to cropping at the designer's discretion.

Words, letters and numbers may be included in the overall design if they are related to the theme of the banner artwork.

**To submit your original artwork banner design**, please take a high resolution photo or scan of the artwork and email: [BearSmart@porthardy.ca](mailto: BearSmart@porthardy.ca) with subject heading "Bear Smart Banner contest"

or mail:



District of Port Hardy, Attention: Bear Smart Contest, PO Box 68, Port Hardy, BC,  
V0N 2P0

If your design is selected as a winner, we will contact you to arrange drop-off of the original art. The artwork will be professionally scanned, at very high resolution, in order for it to be appropriately resized and made into a street banner. Original artwork will be returned to the artist after completion of the scanning process.