

## **Safejourney.sg Poster Design Competition 2009**

### **Submission Requirements**

1. Participants are required to design an A3 poster with a catchy tagline that illustrates the given theme. Each entry must include a short write up of not more than 100 words describing the rationale of the design.
2. Poster design entries can be hand-drawn or created using computer design software available in the market.
3. Participants can submit more than 1 entry. However, the participants can only submit individual entries. (i.e. no group entries are allowed.) The poster must be original in its design. Designs that have been previously awarded prizes in other competitions are not allowed for this competition. All entries must be accompanied by the official entry form which can be downloaded from our website.
4. For hand drawn submissions, the entries must be mounted on a mounting board.
5. For computer-created poster, the entry must be accompanied by a soft copy of the artwork in JPEG format. The resolution for the files should be a minimum of 300 dpi. The CD-ROM should be enclosed in an envelope or case.

### **Submission Information**

1. All submissions must reach us by **Friday, 30 October 2009, 5pm.**
2. All entries should be submitted either by post or by hand to the following address during the specified operating hours:

Safejourney.sg Poster Design Competition 2009  
c/o Land Transport Authority  
No. 1 Hampshire Road, Block 5 Level 4  
Singapore 219428  
Attention: Mr. Stanley Chow  
Public Transport Security (Planning & Standards)

Operating hours:  
Monday – Friday  
9:00 am to 5:00 pm

3. Incomplete entries will be disqualified.
4. For further queries, please email to [pt\\_security\\_outreach@lta.gov.sg](mailto:pt_security_outreach@lta.gov.sg)

### **Judging Criteria**

1. Entries will be judged based on the following criteria:

**Concept [40%]**

Relevance of the entry to the theme given and the effectiveness in communicating the message

**Design [30%]**

Originality, creativity and aesthetics

**Technical Execution [30%]**

Proficiency in technical skills, such as photography, illustration, etc.

2. Based on the above criteria, each entry will be reviewed and scored by the judges appointed by the organizing committee. The decision of the judges will be final. No further correspondence will be entertained.
3. The organisers reserve the right to:
  - remove and disqualify, at their discretion, any entry that is deemed offensive or has infringed any rules or copyright;
  - change the prizes and revise the rules and regulations at any time; and
  - not award any prize, if the entries fail to meet the standards of the judges.

### **Rules and Regulations**

1. The contest is open to all upper primary (Primary 4 to 6) and lower secondary students (Secondary 1 to 3) studying in Singapore.
2. Staff and immediate families of the project team are not allowed to participate in the contest.
3. Each entry should not use copyrighted materials unless permission has been granted by the owners of these materials. Such permission must be documented and submitted together with the entry. The participants will be held responsible for any infringement of copyright of materials used in their entries and the organisers will not be held liable for any infringement of copyrights on the part of the participants.
4. Winners will be notified via email or post. Winning individuals may be required to present their entries to the press or media representatives, and their entries may be posted on website, used in posters, CD-ROMs and other publicity materials or used for exhibitions. Winners may also be required to scale their poster designs to A2 size for the purpose of publicity.
5. All submitted entries shall become the property of the organisers and will not be returned to the participant. The organisers reserve the right to adapt or reproduce the entries without requiring the permission of the participant and without any payment of fees to the participant. The PTSC reserves the sole copyright to all entries.
6. The organisers will not be liable for any entries that are lost or damaged when sent by post.