

### **Tips for creating your poster entry**

- The poster should be no larger than A2 (420 x 594) and can be in either portrait format (vertical) or landscape format (horizontal).
- Remember that a poster should show information from a distance as well as up close, so try to use clear, eye-catching elements that grabs people's attention.
- There are many different styles of poster, research online and offline and decide which style best suits your idea.
- You can use freehand drawing, computer aided design or a combination of both – it's completely up to you!
- You can use digital images (taken by a camera or phone) and use them in your poster.
- Decide if you want text on your poster. Some entries will just use imagery to portray their message. It is up to you to decide what you feel is more effective.
- Remember that typography (lettering) on a poster can have a large impact as well as visual imagery.
- Look at health campaigns aimed at young people to see what style of imagery and messaging that they use. Some examples of public health campaigns aimed at young people are 'The Little Things Campaign' by the HSE, Alcohol Action Ireland Campaigns, SpunOut campaigns and Drugs.ie campaigns.
- Look at previous poster winners on the Drugs.ie site to see what the judges are looking for.
- Remember that sometimes, less is more - try not to cover too many issues on one poster, remember that you can enter different poster ideas through separate entries and enter as many time as you like.
- Think outside of the box and create a poster with imagery and/or messaging that you think will appeal to people your age.
- Drugs.ie cannot return entries so take a photo of your poster before you post it in.

### **Submitting your poster entry**

- Don't forget to fill out an entry form. Make sure your email address is correct and easy to read so we can contact you through email.
- You can submit your poster through email or through the post on a USB memory stick or CD\_R. Please note, Drugs.ie are not in a position to return entries.
- If emailing your entry, the maximum file size accepted via email for all formats is 24MB. There are no upper file size restrictions on entries submitted through the postal service.
- The address for email entries is [awards@drugs.ie](mailto:awards@drugs.ie).
- All entries submitted by e-mail will receive a correspondence as confirmation of receipt - if you do not receive an email confirmation of receipt your entry has not been received so please follow up with us.
- If you send an entry through email over the weekend, you will not receive a confirmation email early the next week.

- The address for postal entries is Drugs.ie National Youth Media Awards, The Ana Liffey Drug Project, 48 Middle Abbey Street, Dublin 1.
- All postal entries will receive a confirmation email when received.
- Drugs.ie are not in a position to return posters to the sender.