



## **YCSA National Classic Guidelines for Print Marketing, Photography, & Scrapbooking**

### **Photography**

- One entry per exhibitor.
- Photo must be taken by the member exhibiting it.
- Photography must be 4 x 6 and submitted without framing or presentation.
- Photo must be entered in one of the following categories:
  - Simmental Animal- focus of the picture is the Simmental Animal
  - Simmental Scenery- focus of the picture is split between the Simmental animals and the background/location of the photo
  - Simmental Animals and People- focus of the picture includes Simmental animals and people.
- Photograph entries are to be brought to the National Classic at Registration and will be on judged at the event and on display.
- All categories will be judged together.
- Judging Criteria: Quality 35%, Originality 25%, Clarity 40% = 100%

### **Print Marketing**

- Member is required to create an advertisement.
- This ad must promote a topic to be distributed and completed at the National Classic.
- All supplies will be provided at the show.
- Judging Criteria: 35% clarity of what is being promoted, 30% Neat and Organized, 35% Originality of Design

### **Scrapbooking**

- Scrapbooks must be completed by the member exhibiting.
- An agriculture theme should be found in the scrapbook.
- Scrapbooks can include photographs, newspaper and magazine clippings, programs from events, etc.
- Scrapbook entries should be brought to National Classic registration where they will be judged and on display.
- Judging Criteria: 25% Cover, 25% Creativity(color, use of materials, page decoration), 25% Originality (theme uniqueness), 25% Neatness and Organized