



# LifeSmarts

*Learn it. Live it.*

## LifeSmarts Be Safe Buy Real Anti-Counterfeiting Digital Poster Contest Rules

Attention LifeSmarts students! Put your creativity to the test! Help LifeSmarts highlight the serious issue of counterfeit goods by creating a digital poster that showcases an anti-counterfeiting safety message. Ten winning students will receive a \$100 cash prize and the chance to have their poster displayed on the UL Standards & Engagement and LifeSmarts websites, social media platforms, and future digital and print marketing. In November LifeSmarts focuses on consumer rights and responsibilities, and this year, as a part of its ongoing partnership with UL Standards & Engagement, LifeSmarts is highlighting the issue of anti-counterfeiting with the goal of keeping consumers safe.

### HOW IT WORKS

1. The contest is open to all LifeSmarts students in grades 6-12.
2. Visit the [Be Safe Buy Real](#) website to learn about anti-counterfeiting and product safety.
3. Develop and design your own unique message about any area of the Be Safe, Buy Real educational campaign. Be bold with your design and create a helpful and positive consumer safety message for your community. Posters may feature:
  - a. Consumer Safety
  - b. Human Health
  - c. Digital Safety
  - d. Home Safety
  - e. (For this contest counterfeit currency is not an appropriate topic)
4. Create a digital poster featuring your message.
5. [Upload your poster](#).
6. Individual poster submissions must be uploaded by midnight EST December 16, 2022.
7. Posters will be judged by experts from UL Standards & Engagement and LifeSmarts.
8. \$100 cash prizes will be awarded to the students who submitted the top 10 posters.



### DIGITAL POSTER & SUBMISSIONS FORMAT

1. Digital Poster file must be no larger than 50 MB.
2. Digital Poster should be submitted in .PDF file format.
3. Digital Poster file name must include your first and last name and the name of your school or organization (e.g.: sally.smith.NCL\_poster.contest).
4. Digital Poster must be the student's original work.
5. Digital Poster must represent important information about anti-counterfeiting and the costs and dangers of fake products.

6. Digital Poster shall not include any copyrighted, trademarked, or branded marks or logos other than the Be Safe Buy Real logo and the LifeSmarts logo. Credit should be given to graphics used from other sources.
7. Be prepared to provide short answers to the following questions on the entry form:
  - a. What area of the Be Safe Buy Real campaign does your poster cover?
  - b. Describe the intended audience for your poster.
  - c. How did you share, or will you share, your poster with others?
  - d. What did you learn about counterfeiting while doing this project?

### **CONTEST CALENDAR**

- Individual entries are due by midnight EST December 16, 2022.
- Winning students will be notified of the week of January 16, 2023.

### **RESOURCES**

- [UL Standards & Engagement's Be Safe Buy Real educational campaign](#)
- [LifeSmarts web site](#)

### **JUDGING**

All entries will be reviewed by a panel of judges representing UL Standards & Engagement and LifeSmarts and judged using the poster contest rubric.

### **RUBRIC**

Poster submissions will be judged equally on these six criteria:

1. Content and Message Effectiveness
  - The content of the poster grabs the viewer's attention and successfully delivers an effective message about counterfeit goods.
2. Information Content and Accuracy
  - All facts displayed on the poster are accurate and advance the poster's educational message.
3. Theme and Creativity
  - The poster reflects an exceptional degree of student creativity and the use of original ideas with an effective theme.
4. Attractiveness
  - The poster is exceptionally attractive in terms of design, layout, and neatness. The overall organization and use of color, fonts and space make the poster interesting.
5. Use of Graphics
  - All graphics are attractive, relate to the topic, and increase understanding. Original graphics are used. All borrowed graphics have a source citation.
6. Grammar and Mechanics
  - There are no grammatical mistakes on the poster. Capitalization and punctuation are correct.

### **QUESTIONS**

Email the LifeSmarts team at [LifeSmarts@nclnet.org](mailto:LifeSmarts@nclnet.org).