



# 2013 BCHI Convention

## GUIDELINES FOR CHAPTER DISPLAYS



- Display size to fit into a 4' X 4' space
- Electricity available
- Displays to be set up not later than 12 noon Saturday, March 16, in the chapter display area
- 1<sup>st</sup> place award: \$250
- 2<sup>nd</sup> place award: \$150
- 3<sup>rd</sup> place award: \$100

### **PARTNERSHIPS CLEAR TRAILS**

- 1. THEME: 15 points
  - Displays the theme; expresses a mood
  - Eye-catching; tells a story; makes viewer want to stop & look
  - Central area of focus; eye flows easily over display; visual rhythm
  - Has a "WOW" factor, memorable
  - Well organized with a defined goal or objective
- 2. CREATIVITY: 10 points
  - Original, new ideas, innovative
  - Combination or creative use of resources
  - Visual appeal, interest
  - Unique arrangement
- 3. EDUCATIONAL: 10 points
  - Clear & concise, easy to understand
  - Timely
  - Informative
  - Legible labels, readable text
- 4. TECHNICAL QUALITY & APPEARANCE: 15 points
  - Neat, well organized
  - Well crafted
  - Use of space; size, scale
  - Balance, simplicity, repetition
  - Use of color, line, space, form, texture