

WHY SHOULD YOU LEARN ENGLISH?

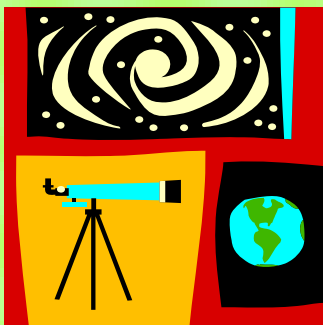
E-POSTER COMPETITION

You are invited to join the E-POSTER COMPETITION sponsored by the English Language Centre as part of the 4th English Festival to be held on 20–23 April 2010. The WINNER(s) will get a prize!

Join us in designing the best e-poster. **THE DEADLINE OF SUBMISSION HAS BEEN EXTENDED TO 14 APRIL 2010!!!**

Theme: “ENGLISH FOR LIFE”

Create a poster using this theme to advertise the English Festival and enter the competition! Use this question to get you started: ***WHY SHOULD YOU LEARN ENGLISH?***



E-poster Submission Requirements:

1. The design must be original.
2. It must be in electronic form.
3. The e-poster must depict the theme: English for Life.
4. Each e-poster must have a maximum of 3 designers.
5. All e-posters must be submitted online to vivianc@umac.mo on or before **14 April 2010**.

Criteria for Assessment:

- 1) Originality
 - Is the design original? (not copied or altered by photoshop from another design)
- 2) Clarity of message interpretation
 - Is it relevant to the theme: English for Life?
- 3) Creativity
 - Will it capture the target audience's attention?
 - Will it capture the target audience's imagination?
- 4) Effectivity
 - Will the target audience remember the campaign?
 - Will it persuade the target audience to attend the English Festival?

