



2017 JFF POSTER DESIGN CONTEST RULES & GUIDELINES

Celebrating Jewish Cuisine and Kosher Traditions

What do you get when you mix tasty Jewish deli cuisine prepared from traditional family recipes, entertaining celebrity chef demos, incredible music, and a bazaar filled with the sights, sounds and aromas of days long ago? **San Diego's original Jewish Food Festival** – The place to be May 7, 2017. The San Diego Jewish Food Festival features a wide assortment of delights from our *delicatessen*, *kosher meat grill* and *Bubbe's gourmet bakery*. This is a family event for the entire community with great food, live celebrity chef demos, music, dancing and kids' activities.

Whether to nosh, watch celebrity chef demos, sit back and enjoy live music, or simply savor the aromas, tastes, sights, and sounds – The original San Diego Jewish Food Festival has something for everyone!

Venue: Temple Adat Shalom in Poway, the center of Reform Judaism in North County Inland.

Poster Format:

- Entry form must be completed first.
- Finished artwork size ~ 11" wide x 17" high
- All original art entries must be submitted as digital image files with a small color print.
- Digital Image Requirements
 - File format: .jpg files (no exceptions)
 - Resolution must be at least 300 dpi.
 - Image size set - longest dimension is 1200 pixels.
 - Name your image file as follows: first five letters of your last name, first name initial, JFF2017, .jpg extension.
 - Example: Rachel Stern's entry would be named: sternrJFF2017.jpg
- The top 10 designers will be asked to submit a full-scale, dry-mounted print.
- Artwork must be original and not copied.
- If your design is wins, you must submit an editable scalable native working file, including all fonts used in the design.

Logos:

- The official JFF logo (see above) must be incorporated into the poster design.
- Temple Adat Shalom logo must be incorporated into the poster design.
- Digital files of both Logos to be provided upon entry registration.

Theme: 'Celebrate Jewish Cuisine & Kosher Tradition'

Entry Registration: www.SDjewishfoodfest.com

Entry Deadline: **December 18, 2016.**

Winner announced: **January 2017**

The following **written copy must** be incorporated into the poster design:

- 2017 San Diego Jewish Food Festival
- Sunday May 7, 2017
- 11:00am to 6:00pm
- Temple Adat Shalom, 15905 Pomerado Road
Poway, CA 92064
- Call 858.451.1200 for more info
- www.SDJewishFoodFest.com

Poster contest artists should carefully consider the following topics when creating their design:

- Global Jewish culinary culture and cuisine.
- The character of kosher cuisine.
- The wondrous aromas, sights and melodies found in the Jewish kitchen.

All Correspondence: postercontest@sdjewishfoodfest.com