

Graphic Design

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Redwood High School

CHECK IN: 8:30 am CONTEST BEGINS: 9:00 am

CLASS:

Graphic Arts, Graphic Design, Computer Graphics, Art, Desktop Publishing

ELIGIBILITY:

Refer to General Information and Rules page.

SCOPE OF CONTEST:

The contestant will design a logo/emblem for a business or organization that will be assigned and described at the event. Final designs must be black and white only and may be rendered by manual techniques (freehand), or with drafting tools, or on computers using Adobe Illustrator and/or Adobe Photoshop. The design should be recognized immediately as a unit and not as disjointed, floating elements. This project is NOT a poster, advertisement, or series of slogans. It must be an emblem.

EQUIPMENT AND MATERIALS:

To be supplied by chairperson:

- An area for the contest
- Computers (may be either Macintosh or PC)

To be supplied by contestant:

- Markers or felt tip pens, compasses, protractors, rulers, T-squares, triangles, pencils, masking tape, erasers, etc.
- Note paper or scratch paper
- The ability to work independently, on the computer or manually

TIME:

Roll will be taken at 9 a.m. The time allowed for this competition is 45 MINUTES. Contestants will be evaluated on their ability to complete the project within the time specified.

SCORECARD:

Finished art should:

- Be original and stimulate interest.
- Show clear design elements that send a message depicting a sense of the business/organization
- Show a high level of technical quality, whether mechanically or computer generated.

Contestants will be judged on the overall appearance of the project, including:

Originality	20
Visual Impact	20
Completeness	20
Unity of elements	20
Technical quality of finished product	20
Total Possible	100