

## Event Overview

Applying leadership and 21st Century Skills, participants in the Graphic Design event will demonstrate their creativity, time management, and design skills to create a unique logo and adapt it to three different items: a flyer, sticker, and T-shirt. Participants have three hours to complete this task.

Participants will show how they can plan and make something creative in a short time. This event aims to inspire members to learn more about graphic design, marketing, and branding careers and practices. It encourages participants to think like professional designers, understanding how a single logo can be effectively adapted across various pieces of advertising while maintaining visual appeal.

## Competitors:

Participants may compete individually or in teams of two or three.

### Competitors Must Bring:

- Paper, pencil, markers, and colored pencils for the planning process.
- Device of choice: laptop or iPad with design software of choice.

## Competition:

### Pre-Conference- 30 minutes:

**Timeframe:** Participants will have a designated period before the competition for brainstorming and planning. This is crucial for planning their designs.

**Preparation Requirements:** Students should use this time to:

1. Understand the theme of the prompt given, and the target market of the advertisement.
  2. Sketch initial design ideas for the logo.
  3. Plan how the logo will adapt to the flyer, sticker, and T-shirt.
- ★ Note: No digital device usage during this phase. This time is solely for ideation and planning.

## Design and Execution:

1. **Time Limit:** 2.5 hours.
2. **Parameters for Competition:**
  - a. Create a logo for the theme proposed in the prompt.
  - b. Adapt the logo for use on a flyer, a sticker, and a T-shirt.
3. **Allowed Resources:**
  - a. Digital devices: Laptops or iPads.

- b. Design software of choice (e.g., Adobe Photoshop, Illustrator, Procreate).
  - c. Internet access for resource gathering (images, fonts, etc.).
4. **Specs:**
- a. Logo must be legible and visually appealing in different sizes.
  - b. Designs should be in suitable formats for print and digital use (e.g., JPEG, PNG for digital, vector format for print).
  - c. T-Shirt design will be accepted in the standard letter size (8.5" x 11")
  - d. Flyer size should be standard letter size (8.5" x 11").
  - e. Sticker design should be within a 3" x 3" area.
5. **Competition Process:**
- a. Students will execute their designs on their devices within the 3-hour time frame.
  - b. Final designs must be submitted in the specified digital format.
  - c. A panel of judges will evaluate the designs based on creativity, relevance to the theme, and adaptability across the different items.

**Final Scoring:**

In this competition, middle school students will be judged on their ability to create a cohesive and visually appealing design for the event and theme provided in the prompt. Their work will be evaluated based on creativity, relevance to the theme, and the effective use of graphic elements like images, shapes, colors, and typography.

Judges will also assess how well students adapt their design across different formats – flyer, sticker, and T-shirt – ensuring consistency in each application.

## Graphic Design Judge Rating Sheet

**Competitor Name** \_\_\_\_\_

**Judge's Signature** \_\_\_\_\_

Descriptor	Excellent (5)	Good (4)	Average (3)	Fair (2)	Poor (0-1)	Points
<b>Preplanning Process</b>	Detailed planning with creative, theme-aligned sketches and clear target market focus.	Solid planning, creative sketches with theme consideration, and a general target market focus.	Adequate planning, some creative sketches with basic theme alignment, and vague target market focus.	Limited planning, generic sketches, minimal theme relevance, and unclear target market.	Minimal planning, little to no sketches, no theme connection, and no target market identification.	
<b>Creativity and Originality</b>	Highly unique and inventive design.	Shows originality with unique features.	Adequate creativity, some elements are common.	Limited creativity, mostly generic elements.	Lacks originality, very basic or copied design.	
<b>Relevance to event and theme</b>	Perfectly captures both the event and theme.	Clearly represents both elements, slightly leans more towards one.	Somewhat relevant, weaker connection to theme.	Minimal relevance to the theme.	Off-topic or irrelevant.	
<b>Color Usage</b>	Excellent color choice enhances the design.	Good color usage, slightly less impactful.	Average color usage, somewhat appealing.	Inconsistent color choices, lacks harmony.	Poor color usage, detracts from design.	
<b>Layout and Composition</b>	Well-arranged elements; balanced and engaging.	Good composition, slightly unbalanced but engaging.	Adequate layout but lacks finesse.	Disorganized or cluttered layout.	Poorly composed, very disorganized	
<b>Fonts and Use</b>	Proper use of multiple fonts that are consistent and complementary.	Good use of fonts that are mostly consistent and complement each other well.	Adequate use of fonts with some consistency and complementary aspects	Limited font use, lacking consistency and complementary qualities	Inconsistent and non-complementary font usage, or very minimal font variety.	
<b>Adaptability and Consistency</b>	Seamless adaptation across all mediums.	Good adaptability, minor inconsistencies.	Adequate, but noticeable differences across mediums.	Inconsistent design across different items	Poor adaptability, lacks consistency.	
<b>Visual Appeal</b>	Extremely appealing, eye-catching design.	Attractive, but lacks a wow factor.	Moderately appealing but lacks vibrancy.	Little visual appeal, dull design.	Unappealing, unattractive design.	
<b>Student Interaction</b>	Students superbly explain their product with detailed, thoughtful responses to all judges' questions.	Students capably explain their product with clear, adequate answers to most judges' questions	Students give basic explanations with some detail, responding to judges' questions sufficiently	Limited explanation of product, with minimal detail in responses to judges' questions	Struggles to explain product, provides vague or incomplete answers to judges' questions	

This category bears increased weight	Excellent (10)	Good (8)	Average (6)	Fair (4)	Poor (2)	Points
<b>Graphic Elements</b> (images, shapes, lines, colors, textures.)	Exceptional integration of graphical elements, demonstrating a high level of complexity and finesse.	Good integration of graphical elements. The elements are well-balanced but lack the complexity or finesse of the excellent category.	Adequate use of graphic elements with basic implementation of graphical elements.	Limited use of graphic elements. Elements present, but lack harmony and are basic.	Minimal or inappropriate use of graphic elements.	
Total Points						