

# Contest 23 Graphic Design: Logo

## Instructions:

For this contest, you will be designing a logo in both **full color and gray scale** for a business.

DO NOT INCLUDE  
YOUR NAME OR  
SCHOOL NAME ON  
YOUR DESIGN.

## WHAT JUDGES LOOK FOR

- Typographic details professional looking
- Selected fonts, art, and/or photos that comprise the logo work well together
- Shows originality, creativity and innovation
- Work is clean and well executed
- Follows current design trends

## Assignment:

- Design one logo that you will submit **both in full color and black-and-white (grayscale)** for a fictional club based on the following facts. Place both logos on the same 8 1/2-by-11-inch page. With software available to you, design the logo based only on the information provided on the next page.
- Prepare materials before the convention and upload a PDF no larger than 4 MB to writeoffs.jea.org. **Material MUST be uploaded no later than Oct. 25, 2017, by 7 p.m. Eastern, 6 p.m. Central, 5 p.m. Mountain, 4 p.m. Pacific, 3 p.m. Alaska and 1 p.m. Hawaii time.**
- You must be present at the convention and attend the critique session on Friday or you will be disqualified.
- Contestant entries may **ONLY** include images, photos and clip art provided with the contest material on the JEA website. **NO OTHER IMAGES MAY BE USED.** If the judges feel that the entry violates the spirit of this rule, it will be disqualified.
- You do NOT need to use all of the information provided.
- Students are encouraged to include design special effects. There are no font specifications; use what you have available, but be prepared to discuss the fonts and the software programs used in the logo creation during a critique session with other contestants in this category.



## Submission Instructions:

### To Make A PDF

Depending on the software you are using to create your logo, the procedure for exporting as a PDF will vary. In general, however, you want to export your PDF as a medium-range quality, such as "High Quality Print." In InDesign, this is done on the Export Adobe PDF dialog box (File >> Adobe PDF Presets >> High Quality Print).

If you created your spread in a program other than InDesign, you can still reduce the file size significantly by using Adobe Acrobat Pro. Look for a feature such as "Reduce File Size." In Acrobat Pro X, this is done by File >> Save As >> Reduced Size PDF. It must be no larger than 4 MB.

### To Upload An Entry

After preparing the PDF, go to writeoffs.jea.org and select the View Contests under Manage Students. Click on the  icon beside the contest name and then the  icon to manage student submissions. **Material MUST be uploaded no later than Oct. 25, 2017, by 7 p.m. Eastern, 6 p.m. Central, 5 p.m. Mountain, 4 p.m. Pacific, 3 p.m. Alaska and 1 p.m. Hawaii time.**

You must be present at the convention and attend the critique session on Friday or you will be disqualified. There are NO EXCEPTIONS as materials must be sent to the judges before convention begins.

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**Hours:**

Monday – Thursday: 3:30 p.m.- 9:30 p.m.

Saturday: 9 a.m.- 2 p.m.

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**Contact:**

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