Contest 23 Graphic Design: Logo

Instructions:
For this contest, you will be designing a logo in both full color and grayscale for a business.
DO NOT INCLUDE YOUR NAME OR SCHOOL NAME ON YOUR DESIGN.

Assignment:
• Design one logo that you will submit both in full color and black-and-white (grayscale) based on the following prompt. 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. Remember, you are NOT designing an ad, just a LOGO that could be used in an advertisement.

• Contestant entries may create or legally obtain any art, photos or graphics to use in the advertisement. Any images that are used that do not appear to follow copyright laws will be disqualified. If the judges believe the images were not obtained legally, contestants may be asked to provide documentation during the critique session.

• 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.

Specific Contest Directions:
The JEA contest committee needs your help to design some inspirations for a possible new logo for our re-branding of the Write-off Contests. The contests are being rebranded as the JEA National Student Media Contests beginning with the fall 2019 events in Washington, D.C.

Refer to the jea.org website under the tab http://jea.org/wp/home/about-jea/graphic-identity/ to read about the JEA’s general graphic identity and consider those parameters in your design.

You can also read more about the JEA National Student Media Contests under jea.org/wp/contests

Submitting Entries:
• All of the instructions for creating a PDF of your entry and uploading it into the contest system can be found at jea.org/contests

• Please read all of the instructions carefully.

• Entries MUST be submitted between, Oct. 1-23, 2019, 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.

• Do not wait until the last day! There are NO EXCEPTIONS as materials must be sent to the judges before convention begins.
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Refer to the jea.org website under the About Tab to read about the JEA’s general graphic identity and consider those parameters in your design.

You can also read more about the JEA National Student Media Contests under the Awards and Contests Tab.