Contest 25 Graphic Design: Advertising

Assignment:
• Design one 5-by-7-inch black-and-white or color ad based on the prompt on the back of this sheet.
• Contestant entries may create or legally obtain any art, photos or graphics to use in the advertisement. Any images that are used that does 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. The JEA logo will be provided to contestants.

Contest Prompt:
Create a flier to advertise the 2020 Scholastic Journalism Week which will be held Feb. 24-28, 2020.

The theme is “Big Questions, Big Results”

Scholastic Journalism Week is a week-long celebration of scholastic journalism with special events and recognitions scheduled each day.

JEA Scholastic Journalism Week 2020 celebrates student journalists who ask important questions about the world around them and thoroughly and accurately convey solid reporting to benefit the audience in a big way. They investigate, and their coverage is timely and relevant; they shed light on the people, trends, issues and stories of their community. The results are clear and meaningful.

*All entries in the Advertising Design contest will be automatically entered into the annual Scholastic Journalism Week design contest sponsored by JEA. The winning design will be used to promote and celebrate the national JEA Scholastic Journalism Week in February 2020. The winner will be announced during Sunday, Nov. 24 at the JEA Awards Ceremony in Washington, D.C.

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.