

# Contest 25 Graphic Design – Advertising

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

## WHAT JUDGES LOOK FOR

- Creative and imaginative concept
- Includes pitch, business, event or organization identification
- Typography fits topic or content
- Artistic details fit topic or content
- Design moves reader's eye through the ad
- Follows current design trends
- Uses accurate spelling/punctuation

## ASSIGNMENT:

- Design a 5-by-7-inch black-and-white or color ad based on the prompt below.
- Contestant entries may **ONLY** include or manipulate the images, photos and clip art provided with the Contest 25 material at [jea.org/contests](http://jea.org/contests). **NO OTHER IMAGES MAY BE USED**. If the judges feel that the entry violates the spirit of this rule, it will be disqualified.
- Students are encouraged to include design special effects. There are no font specifications; use what you have available.

## CONTEST PROMPT:

Create an advertisement for a new business opening near your school, Central High School. They have purchased space for a 5-by-7-inch ad.

**Business Name:** Study Buddies

**Hours:** Sunday-Thursday 4:30-10:30 p.m.; Friday & Saturday 4 p.m. - 1 a.m.

**Products:** ice cream, bakery goods, smoothies, variety of coffee & tea drinks in a counter service format

**Location:** 4322 Main Street (just two blocks from Central H.S.)

**Extras:** Free WiFi, free regular coffee refills on week nights; free tutors for math, science and writing on Sundays from 8-10 p.m. on first-come, first-served basis; Chromebooks available for check out and use

**Special Info:** Grand Opening event on Nov. 15 ( your newspaper will be distributed on Nov. 12); first 100 customers with a Central H.S. ID Card will be entered into a drawing with prizes including a MacBook Air, a \$100 gift card for Study Buddies, one free large smoothie a week for a year and other Study Buddies merch; Grand Opening Event will also feature an Air Band competition with the winning group receiving tickets (4) to The Weeknd for Jan. 25, 2022.

### Misc. Info:

- groups of up to 8 can reserve one of six sound proof “work rooms” that include a large work table and white board
- separate back room with individual work spaces designed for silent work for up to 20 people
- main service area includes several small seating areas with comfortable couches/chairs; and plenty of lighting for working
- free book exchange area for novels
- large selection of board games to check out and a special coloring table with free coloring sheets, crayons and colored pencils

## 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](http://jea.org/contests).
- Please read all of the instructions carefully.
- Entries must be uploaded by 6 p.m. CDT Oct. 18, 2021.
- Do not wait until the last day! There are NO EXCEPTIONS for items uploaded after the deadline.