Contest 23: Graphic Design – Logo

Reminder:

DO NOT include your name or school name on your design.

Submitting Entries:

• Entry must be submitted as a PDF.

• Instructions for creating a PDF of your entry and uploading it into the NSMC system can be found at jea.org/contests.

• Entry must be uploaded by **6 p.m. CDT Monday, Oct. 9, 2023.**

• Do not wait until the last day. There are NO EXCEPTIONS for entries that do not meet this deadline.

• All contestants MUST attend the mandatory critique session at the convention or the entry will be disqualified.

WHAT JUDGES WILL 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

General Instructions:

Carefully read all of the instructions on this prompt and for your contest at jea.org/contests. Check the section "What Judges Will Look For." It is a reflection of the judging guidelines for this contest.

Using any available software, design a **SQUARE** logo in **BOTH** full color and black-and-white (grayscale).

Include both logos on the same 8 1/2-by-11-inch page.

Do NOT design a full advertisement, just a LOGO. You may come up with a slogan if you want. A logo traditionally combines art with text.

Use **ONLY** the information provided on this sheet to create the logo. You do NOT need to include all of the information.

Use **ONLY** the images provided for Contest 23 to create the logo. **NO OTHER IMAGES MAY BE USED**, but you may manipulate or edit the images. Entries that use images or material other than what JEA provides will be disqualified.

Use any styles, fonts and sizes that you deem appropriate.

Use correct spelling and AP style on any text you use.

Contest Prompt:

Create a logo for:
Beacon Hill High School Photography Club / 50th Anniversary Year

Additional Information:
- Started during the 1973-1974 school year
- Current club has 46 members
- Meets weekly after school on Tuesdays
- Open to any interested student from beginner to advanced photographers
- Activities include guest speakers, photo shoots, photo competitions, image sharing and critiques, technique workshops and social events.
- The club is led by a four-person student executive board and faculty sponsors Olivia Brignets and Marcus Benner, visual arts teachers
- The ownership of a DSLR camera is recommended, but not necessary
- Smartphone cameras may be used for most club activities, and the club has several cameras that members may borrow
- The club has two main fundraisers each year
- Membership dues are $25 to cover materials