

Contest 25: Graphic Design – Advertising

Directions:

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

WHAT JUDGES WILL 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.
- Contestants may create or legally obtain any art, photos or graphics to use or use images provided with the Contest 25 material at jea.org/contests. Any images 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 of their source.
- Students are encouraged to include design special effects. There are no font specifications; use what you have available.

Contest Prompt:

Create a **5-by-7-inch** advertisement for **Worth Repeating**.
The ad will appear in your high school newspaper on March 31, 2023.

Business Information

Worth Repeating is a used bookstore celebrating its grand opening April 1, 2023.

It is owned by Ruthie Earnesto, a retired language arts teacher from Balboa High School.

The store is 42,000 square feet.

It will sell gently used hardback and paperback fiction and nonfiction titles.

Patrons can bring trade-ins for store credit which will be accepted on an "as needed" basis.

Items will be organized by genre and author.

Each month there will be a special featured section with titles curated by local authors, book reviewers and educators.

A Repeat Buyer's Club card entitles buyers to one free paperback for every 10 purchases. Patrons can also purchase a Worth Repeating Membership for \$50 which entitles them to place titles on hold and qualify for half price books on the last Sunday of each month.

Hours:

Monday - Closed
Tuesday-Thursday - 9 a.m. - 7 p.m.
Friday - 9 a.m. - 9 p.m.
Saturday - 9 a.m. - 6 p.m.
Sunday noon - 5 p.m.

Worth Repeating
622 O'Farrell Street
San Francisco, CA
94012

www.repeatbooks.com
415.555.8888
worthrepeatingbooks@gmail.com

Follow us:
Twitter, Facebook, Instagram

Submitting Entries:

- Instructions for creating a PDF of your entry and uploading it into the contest system can be found at jea.org/contests. Please read the instructions carefully.
- Entries must be uploaded by **6 p.m. CDT March 27, 2023**. Do not wait until the last day! There are NO EXCEPTIONS for entries that do not meet this deadline!