

COMPETITION #5
Graphic Design

DESCRIPTION:

Using an appropriate computer program, entrants will design a two-dimensional poster, sign, or banner. It may be no larger than four 8.5" x 11" sheets, either arranged as a poster or banner. Use your imagination to be creative.

CATEGORIES:

1. Original Graphic Design: Artwork is produced by the entrant from a paint or draw program and does not include any commercially produced graphics or clip art.
2. Commercial Graphic Design: The entrant will use commercially produced graphics or clip art to produce a design.

GRADE LEVELS:

PK-2, 3-5, 6-8, 9-12. Entries may be the work of an individual, a group, or a class. NOTE: If students from more than one grade division work on an entry, the entry must be entered in the grade division of the oldest student participating.

PROCEDURES:

Each entry must be a single, original, two-dimensional poster, sign, or banner, and must be generated with a microcomputer. Series of signs, etc., are not allowed. Entries must be completely computer-generated, with no enhancements made using other artistic tools. Production may be in color or black & white. No Xeroxed copies will be accepted. All "cut and paste" activities must be done by the computer – not with scissors or other tools. However, products which need to be assembled because of the way they are printed are acceptable.

Each entry must

- a) have a title and
- b) be mounted and/or laminated. An official "Graphic Design" label must be affixed to the upper left hand corner on the back.

The entrants named on the entry form must create the design.

JUDGING CRITERIA:

Entries will be judged on CREATIVITY OF CONCEPT, CONTENT, ORIGINALITY, BEST USE OF TECHNOLOGY TO EXPRESS THE THEME, and OVERALL EFFECTIVENESS.

AWARDS:

The highest scoring entry in each category will receive a First Place award. Second Place awards will be given at the discretion of the judges.

Maryland School Media Festival
JUDGING CRITERIA
COMPETITION #5 – GRAPHIC DESIGN

CREATIVITY OF CONCEPT:

An entry should be a statement of your own ideas, which you wish to communicate to your audience. If you develop your idea in an interesting or unusual manner, your production will have “Creativity.” Your judges will be asking this question when they evaluate your production – “Did you develop your idea in an interesting or unusual manner?”

CONTENT:

The purpose of your production should be apparent to your audience. Some thread of unity carried out in the production should be easily determined by your plan and purpose.

ORIGINALITY:

Judges will be looking for the freshness or novelty of an idea or method. The ability to think or express oneself in an independent and individual manner should be apparent.

BEST USE OF TECHNOLOGY:

Judges will look for the way in which a particular technology has been utilized to its fullest potential in the development of the project.

OVERALL EFFECTIVENESS:

The production should make a strong impression. Judges will rate the general effectiveness of your product by how well it expresses your ideas clearly.