

MARKETING CAREER AND TECHNICAL EDUCATION

GRAPHIC LOGO DESIGN CONTEST RULES

OVERVIEW

Participants develop a graphic logo design that can be used to and promote/market Career and Technical Education (CTE) in the state of North Carolina. .

PURPOSE

Participants have the opportunity to use computerized graphic communications layout and design skills in the production of a promotional logo to promote Career and Technical Education in North Carolina.

TARGET AUDIENCE

The target audience is Parents, Students, Business/Industry, and Educators (principals, counselors).

THEME

The theme for the logo design contest is **CTE = Success**.

ELIGIBILITY

Participants must be an active member of a North Carolina Career and Technical Education Student Organization. The contest can be either a team or individual event. Teams may be of any size.

TIME LIMITS

Entries must be postmarked and emailed by **Friday October 15, 2010**.

REGULATIONS

A. The CTE Logo and Brand competition can be either an individual or team event.

B. The design must meet the following criteria:

1. The design (graphic) may not exceed 20cm (8 inches) x 25cm (10 inches). The design must be presented either in portrait or landscape layout and must be printed on letter size (8½" x 11") photo paper or card stock (either glossy or matte finish is acceptable) and placed in a three (3)-hole punch clear plastic sheet protector when submitted.
2. The design must be reproducible in a variety of media.
3. A full color and a black and white image should be submitted.
4. Electronic files are to be submitted as a PDF and must be readable by a Windows based PC.
5. The design must be produced using a desktop publishing system, i.e. Adobe Photoshop, Adobe Illustrator, Corel Draw, Harvard Graphics, etc. Development of the logo is preferred in *vector* format.
6. The design must include a minimum of three (3) colors.
7. The design must be original communicate the theme, CTE = Success.
8. All entries must be the original work of the entrant, or design team. Computer-generated type fonts and public domain computer clip-art may be used. *All ideas, text or images must be original or royalty/copyright free.*
9. If the design entry contains images of people, proof of consent must be turned in with the entry. Minors require parental consent. (See Photo/ Film/ Video Consent and Release form.) This information also must be inserted behind the promotional graphic in the clear plastic page protector.
10. A maximum one (1) page typed technical explanation of the design process (including software programs and artwork/graphic/photo sources used in the production of the graphic), an explanation of the designer's inspiration, and an explanation of how the graphic relays the competition option must be included. This should be inserted facing out behind the promotional graphic in the clear plastic page protector.

NC CTE 2010 Student Logo Contest

11. The winning designs for the North Carolina Career and Technical Education, Promotional Logo competition may be used on promotional posters, textiles, clothing, billboard or other media used to promote/market Career and Technical Education in North Carolina.
12. All entries become the property of Career and Technical Education in North Carolina. and will not be returned after judging.

EVALUATION

Evaluation is based on the criteria outlined in the rubric.

SEND CONTEST SUBMISSIONS TO:

Mr. Eric S. Leazer
165 Beth Drive
China Grove, NC 28023
eleazer@dpi.state.nc.us

WINNING ENTRIES TO BE ANNOUNCED:

October 2010

PHOTO/FILM/VIDEO CONSENT AND RELEASE

I hereby give permission for images of my child or myself (as applicable), captured during Career and Technical Education activities through film, photo or digital camera, to be used solely for the purposes of CTE promotional materials and publications, and I waive any rights of compensation or ownership thereto.

Name of minor in images (please print) _____

Name of minor's parent/guardian (please print) _____

Name of adult in images (please print) _____

Parent/guardian or adult's signature (as applicable)

Date:

NC CTE 2010 Student Logo Contest

OFFICIAL RATING FORM

High School:

Participant/Team:

EVALUATIVE CRITERIA

Section	Criteria	Points Possible	Points Awarded
Graphic (25 points)	Graphics used are appropriate for the chosen competition	10	
	Fonts are readable, attractive, have appropriate dimension and placement.	5	
	Final product presentation--sharp clean edges of graphics and fonts; entry is clear of smudges, smears, pencil or other extraneous marks. [Proof of permission to use copyrighted image(s) must be included. A release form must be present if photographs of individuals are used. Clipart must be documented.]	10	
Design elements (20 pts)	Balance (visual weight of design elements)	5	
	Dominance (eyes are drawn to main message)	5	
	Proportion (size relationships within the design)	5	
	Unity (design elements flow together)	5	
One page technical explanation (55 pts.)	Technical explanation, including programs used and process	20	
	Explanation of inspiration/how graphic relates to competition option	15	
	Grammar/spelling	15	
	Cited work in MLA format	5	
	TOTAL POINTS AWARDED	100	

I certify these results to be true and accurate to the best of my knowledge.

Evaluator

Printed name: _____

Signature _____