

## (114) GRAPHIC DESIGN, Early Entry (Due April 1)

The need for graphic design has increased immensely in the last few years. Graphic designs can be useful for promotional information, logos, etc. The student is free to use any program that Adobe Photoshop will support.

### REQUIREMENTS

1. The design must have been created since the last WCA Student Convention.
2. While there are a number of graphic editing programs on the market, Adobe Photoshop is required for student convention competition (or any program supported by Adobe Photoshop).
3. The design must be submitted as a JPEG only. Image size must be no larger than 1250px-wide or 1250px-high at 4MB Max.

**POSSIBLE PROJECT AREAS** - These are not intended to limit the project possibilities, but are intended to stimulate creative thought about how to structure a project.

1. **Promotional** – Advertizing for an event or product.
2. **Announcement** – Announcement of wedding, engagement, etc.
3. **Outreach** – Tracts, flyers, cards, etc.
4. **Logo** – Church, youth group, or church program, etc.
5. **Book Cover** – Design a cover for a book.

### STRUCTURE

1. Purpose - The purpose of the design should be clearly stated.
2. Creativity - The design will be evaluated for creativity in the areas of uniqueness, content, and layout of the material.
3. Engaging - Is the design visually attractive and interesting? Does it create interest and effectively convey information to the user in a memorable fashion?
4. Elements - The design should contain enough variety to capture the interest of the viewer while following convention guidelines and standards for appropriateness. Do all the elements contribute to the design's effectiveness in meeting its objective?
5. Graphic Design - The project should follow generally accepted media standards regarding presentation. Some of these regard font styles, spacing, overlay and other aspects of design.

### CONTENT

1. Clear- If the graphics are not clear, the design is ineffective.
2. Appropriate- The design should fit the convention guidelines and standards and be appropriate for its intended purpose.
3. Useful- The design should meet its intended purpose.

## JUDGING CRITERIA

AREAS OF EVALUATION	POSSIBLE POINTS
<b>I. STRUCTURE</b>	
1. Purpose: The design should have a clear purpose.	10
2. Creativity: The design will be evaluated for creativity in the areas of uniqueness, content and layout of the material.	15
3. Engaging: Is the design visually attractive and interesting? Does it create interest and effectively convey information to the user in a memorable fashion?	10
4. Elements: The design should contain enough variety to capture the interest of the viewer while following convention guidelines and standards for appropriateness. Do all the elements contribute to the design's effectiveness in meeting its object?	10
5. Progressive: The design reflects knowledge of current technology	10
6. Graphic Design: The project should follow generally accepted media standards regarding presentation. Some of these regard font styles, spacing, overlay and other aspects of design.	10
<b>II. CONTENT</b>	
1. Clear: If the graphics are not clear, the design is ineffective.	10
2. Appropriate: The design should fit the convention guidelines and standards and be appropriate for its intended purpose.	10
3. Useful: The design should meet the intended purpose.	15
<b>Total Points</b>	<b>100</b>