



**GRAPHIC DESIGN PROMOTION**

(410)

**REGIONAL 2022**

**Description**

Develop a theme with a tagline, illustrate the theme in a logo design and utilize the logo in a promotional flyer and pin.

The output of this competition is to be produced as the basis for NLC theme and advertising for 2023.

**Eligibility**

Any student member may enter this event. Members participating in national level competition must be registered for the event prior to submission deadline for technical judging. Members must participate in both parts of the competition in order to be ranked.

**Topic**

Develop a logo, tagline, flyer and pin promoting the Business Professionals of America National Leadership Conference in Anaheim, CA – April 26-30, 2023.

**Judging Procedure:**

* As a team of judges, formulate two (2) to three (3) questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each contestant.
* Contestants will present before a panel of judges and timekeeper.
* Set-up time will be no longer than three (3) minutes.
* The length of the presentation will be no more than six (6) minutes; followed by judges’ questions not to exceed five (5) minutes.
* The presentation will be stopped at six (6) minutes.
* Excuse contestants upon completion of judges’ questions.
* **There can be no ties in the top ten (10) contestants.** It is the responsibility of the judges to break any ties.
* Administrator will fill out ranking sheet prior to dismissing the judges.
* If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
* Give administrator all Judges’ Scoring Rubrics, Judge Comment Sheets and contest materials.
* No audience is allowed in the contest room.

**Possible Questions:**

* What challenges did you face when creating this project?
* What research did you conduct prior to creating your design?
* What resources did you use when making your design, flyer, or logo?
* What design principle do you feel you used the most? Or broke the most?
* What feelings did you hope to invoke with your logo?
* What was your thought process behind your color choices?
* What was your thought process behind your font choices?

**Please double-check and verify all scores!**