



**GRAPHIC DESIGN PROMOTION**

(945)

**REGIONAL 2022**

**Description:**

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

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

**Topic:**

Develop a logo, tagline, and flyer promoting the Business Professionals of America National Leadership Conference in Anaheim, California, 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 five (5) minutes; followed by judges’ questions not to exceed five (5) minutes.
* The presentation will be stopped at five (5) 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:**

1. How did you come up with your slogan?
   1. Were there any other slogans you considered?
2. What was your inspiration for your logo/flyer design?
3. What software did you use for creating your documents?
4. What was the most difficult part of creating your design?
5. If you could change something in your design, what would it be?
   1. What would you do differently?

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