



# **GRAPHIC DESIGN PROMOTION (410)**

## **REGIONAL 2026**

### **PRELIMINARY**

#### **Judge Key**

## TOPIC

BPA 60th Anniversary Celebration Branding: Business Professionals of America is celebrating its **60th Anniversary** next year, and your task is to help brand this milestone celebration! You will need to design a cohesive set of graphics to commemorate this event, honoring BPA's legacy while looking toward its future.

**Task:** Create the following

- 60th Anniversary Logo design (must include "60 Years" or "60th Anniversary" and a tagline like "Honoring the Past" or "Empowering the Future")
- Windbreaker for the 60th Anniversary (front & back design)
- Stress Ball (unique design & shape)

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## GENERAL GUIDELINES

1. **Formulate Questions:** As a team of judges, create two to three questions to ask at the end of each presentation. *Make sure to ask the same questions to each contestant.* Potential questions are listed below.
2. **Presentation Details:**
  - **Setup Time:** Contestants have up to 3 minutes to set up.
  - **Presentation Time:** Contestants have up to six (6) minutes to present, followed by up to five (5) minutes for judges' questions.
  - **Completion:** Excuse the contestant after the judges' questions are finished.
3. **Judging Rules:**
  - **No Ties:** There can be no ties in the top 10 contestants. Judges are responsible for breaking any ties.
  - **Ranking:** The administrator will fill out the ranking sheet before dismissing the judges.
4. **Scoring:**
  - Individual scores are not to be given to students.
  - Only general statements are to be shared.
  - Contestants are not allowed to ask questions.
  - Please share your comments directly online. Contestants will see these comments which will help prepare them for future competitions.
5. **Post-Presentation:**
  - **Materials:** Give any contest materials to the administrator.
  - **Audience:** No audience is allowed in the contest room.

## POTENTIAL JUDGE'S QUESTIONS

1. What inspired your overall theme and visual direction for BPA's 60th Anniversary?
2. How did you ensure that your design would appeal to members, alumni, and advisors?
3. Which design principle (e.g., balance, contrast, emphasis) did you focus on most across all items?
4. How did your color palette reflect BPA's brand while still feeling fresh and celebratory?

**FINAL STEPS.** Double-check and verify all scores.