

FunFest 2025
Digital Media/Graphic Design
Competition Rules
High School

Objective: You are a graphic designer re-creating a logo for the local or online business of your choice. You need to create new marketing/networking materials for the business. Once you select the business,

Rules Revised/Checked:
07/15/24

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Digital Media/Graphic Design - High School Rubric

Participant Name: _____

Judge's Name: _____

Layout had direction and balance.	Layout has no direction or balance	Layout is not functionally designed.	Layout is well designed and balanced appropriately	Layout is proportionately designed, and effectively demonstrates knowledge of graphic design placement standards.	
	0	1-3	4-7	8-10	
Fonts and type style support the look and feel of the overall image.	Fonts and type style do not support the look and feel of the overall image.	Various fonts do not compliment the overall look and feel of the design theme.	Font and type selection adequately represent the intended theme.	Complimentary fonts are used to express the overall look and feel of design theme.	

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PRESENTING YOUR PROJECT: Competing for 12 FunFest entries!

Presentation at FunFest:

You will include all parts of your marketing materials on a slideshow and you will explain your business/brand and the design elements and design principles you applied in each part and your rationale for using them.

Elements/Principles required to explain: Color, Font, Lines/ Shapes, Balance, Unity and Harmony.
Optional/Bonus: Texture, Rhythm/Movement, contrast, emphasis
Your choices should appeal to your intended customer!

For example, Balance : You will present your logo on a slide and highlight its horizontal, vertical, diagonal, radial symmetry, or asymmetry. You will explain how this choice created visual interest for your customer and why it's an effective choice for your design.

Competition Rules

1. Complete your Business Description first:

a. Determine your Business Name: _____

i. What does your business offer? What are you advertising?

ii. Who are your customers and how does this affect your branding style?

LOGO PEER REVIEW TOOL

Name: _____

For IN CLASS use only

Logo Instructions: Upon completion of your best logo in Illustrator, copy and paste your logo at least 5 times to create varying (color, shapes/lines added, removed, cut out, overlapped, pathfinder cut outs, different shapes, etc.) mock ups. **When you're completed, ask three peers to sit at your computer and fill out the table below:**

PEER FEEDBACK INSTRUCTIONS:

Constructive Criticism should include but is not limited to: Graphic style, meaning, proportion (size), font style, layout of elements - arrangement/color, craftsmanship of element, tools/techniques used and style .

Review 1 Name:	Comments
Review 2 Name:	Comments
Review 3 Name:	Comments

3. Complete your Business Card - Create your business a business card using the same color/style scheme
 - a. CHECK YOUR SPECS and include your logo or your portrait if you are the business owner.
 - b.

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6. Other Details:

- a. Speak about your research or inspiration
- b. Speak about your Design Elements: how elements follow Principles of Design and appeal to your specified customer.
- c. Present your branding elements together at the end with summary and room for questions. Example
- d. Verbally explain how you chose your final elements and design for the elements - the meaning/importance of each part of your design for Logo, business card. and poster.
- e.