



FunFest 2025 Digital Media Design – Logo Competition



Participants: MCS has a maximum of 12 time slots for teams of 1 to 2.

- o Participants can be individual or a team
- o Teams can consist of 1 or 2 students
- o Maximum of 2 teams per school.

Submission: Participants will submit their logo by Thursday, March 27th.

Presentation Judging Location: Little Hall, Room 224

Competition Rules

Suggested Programs:

- o Vectr
- o Adobe Illustrator
- o Be aware that the following software would require extra steps to export:
 - o Microsoft Publisher
 - o Google Drawings
 - o Adobe Photoshop
 - o Microsoft Word
 - o SumoPaint
 - o SketchPad
- o Online logo creators are NOT allowed

Logo (150 Points}

Team members will create a logo for next year's FunFest. Things to remember when creating your

| Category | Developing (0-8 pts) | Proficient (9-13 pts) | Accomplished (14-19 pts) | Distinguished (20-25 pts) | Points Earned |
|--|--|---|--|--|--------------------------|
| Attractiveness (25 max points) | The colors or background are too busy which makes the text hard to read. There are few icons or graphical elements. The logo is unattractive | Colors, backgrounds, and/or text are not used effectively, but are readable. Icons and other graphical elements don't seem to serve any useful purpose other than for decorations. The logo is unattractive or distracting. | Overall graphic balance and organization of the logo is acceptable. There is an appropriate balance of easy-to-read titles, text, colors, and graphics. The logo is attractive but promotes limited view interest. | The overall appearance of the logo is pleasing. Titles, text, colors, and graphics are exemplary. The logo is attractive and stimulates the viewer's interest. | |
| Layout/Design (25 max points) | Projects lacks text or graphics with no organized white space. There is no unity or consistency among text and graphic elements | Project has texts and graphics however they lack or have too much white space. There is little unity and consistency among the text and graphic elements | There is adequate unity but some inconsistency among text and graphic elements. Text and graphic elements are arranged but lack appropriate white space appearing cluttered. | There is unity and consistency among text and graphic elements. Text and graphic elements arranged to create and organized white space. | |
| Technical Elements (25 points max) | The project does not reflect technical manipulation. It could be completed without technology | The project uses material with minimal manipulation. Although technology is needed, and original product is not produced. | The project manipulates material using technology but | | |

Logo Rubric

Presentation Rubric

| Category | 0 | 10 | 20-30 | 40-50 | Point Earned |
|----------|--|---|-------|-------|--------------|
| Content | Student is not familiar with their topic; uses filler words; demonstrates limited comfort with the material; did not prepare for the presentation. | Student shows some familiarity with topic, but is uncomfortable; may use filler words; demonstrates little comfort with the material; prepared poorly for the | | | |