



## 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, you need to identify your main service(s) and target audience to research your design elements accordingly. You need to create marketing materials that will appeal to your target audience and showcase your business' style and services.

### Entries and Judging

**Participants:** MCS has 12 time slots. Teachers should contact MCS to verify availability.

**Submission:** The three digital files will be submitted in a standard file format listed below under Competition Rules. All digital files are to be submitted to Moore County Schools by Thursday, March 27, 2025. In person team presentations will be performed at FunFest.

**DME Submission Judges:** **Jackie Babb**, Professor/Coordinator, Digital Media Production Technology, and **Scott Robinson**, Assistant Director, eLearning Online Accessibility and Professor, Digital Media

**Presentation Judges and Judging Location:** Little Hall, Room 227

**Determining the winner:** Judges will determine the winner according to the combined scores of the Digital Media/Graphic Design Rubric and the Presentation Rubric.

*Rules Revised/Checked:  
07/15/24*

# Competition Rules

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, you need to identify your main service(s) and target audience to research your design elements accordingly. You need to create marketing materials that will appeal to your target audience and showcase your business' style and services.

These marketing materials include:

1. a 3-part logo (graphic mark, Brand Name, slogan), with defined graphic elements
2. a business card which utilizes the business logo and color scheme and style
3. a product/service/event advertising poster which utilizes the business logo and color scheme and style

**Presentation:** Your Design Process and Marketing Materials must be presented at the competition on a google slideshow

- Present your graphic interpretation of a business logo and marketing materials with clearly defined elements, color scheme, and style which will increase marketability for the business you choose.
- Graphics should be created and edited by the individual.
- The logo, business card, and internet advertising banner/poster must be saved in JPEG, GIF, PNG, EPS or PDF format. Graphics must be edited in design software and presented at the end of the presentation.
- The presentation should explain the design process and contents of the design package: ***The design process presentation should include a clearly researched and labeled sequence of design events you followed to complete this product and be presented in a logical order.***
- The presentation should be no more than 5 minutes in length as Judges will want the opportunity to ask questions at the end of the presentation. Presenters may use Presentation software during the presentation, all graphics must be shown during the presentation.

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## Digital Media/Graphic Design - High School Rubric

**Participant Name:** \_\_\_\_\_

**Judge's Name:** \_\_\_\_\_

<b>Layout had direction and balance.</b>	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
<b>Fonts and type style support the look and feel of the overall image.</b>	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.
	0	1	2-3	4-5
<b>Colors and graphics enhance aesthetic appeal</b>	Colors and graphics do not enhance aesthetic appeal.	Colors and graphics are not complementary to a cohesive design.	Colors and graphics are appropriate and support design.	Color and graphics fully represent theme.
	0	1	2-3	4-5
<b>Graphic design shows creativity, originality, and marketability</b>	Graphic design shows no creativity, originality, and does not support topic.	Graphic design is lacking in creativity and uses standard/template graphics.	The design is creative and original while supporting the topic.	Design features custom created graphics or graphics that support the theme immense attention to detail.
	0	1-3	4-7	8-10
<b>Elements are clearly defined and consistent in designs</b>	Elements are inconsistent or inappropriate.	Elements show inconsistencies across branding.	Elements are consistent and shows common styles across branding.	Elements are completely consistent and shows great attention to detail.
	0	1-3	4-7	8-10
<b>Presentation is logical in order and effectively communicates Design</b>	Meaning is not clear or concise.	Presentation is lacking in overall clarity or cohesiveness.	Presentation adequate conveys intended purpose.	Presentation includes all details about design element choices and marketing strategy.
	0	1-3	4-7	8-10
<b>Presenter speaks clearly and communicates beyond the text on the slide</b>	Presentation lacks attention, preparedness, and eye appeal.	Presenter is not well prepared to capture audience attention or communicate design elements effectively.	Presenter is appealing and shows basic foundational elements that grabs audience attention.	Presentation is fully developed with details and the presenter has confidence and ability to speak fluidly about their design elements and marketability of their design.
	0	1-3	4-7	8-10

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	<b>Project Subtotal (100 Max)</b>
	<b>Penalty Points:</b> Deduct 5 points if Project guidelines are not followed.
	<b>Total Points (100 Max)</b>

**Comments/Considerations:**

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07/15/24

# 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?

\_\_\_\_\_

b. **FONT** for Brand: \_\_\_\_\_

i. use [www.1001freefonts.com/](http://www.1001freefonts.com/) to find and download the font that will convey your business style

c. **CHOOSE A COLOR SCHEME** on paletton.com and choose a three color scheme (one color being your main logo color) and copy/snip your color information into your illustrator file for this project. Save this file and turn on auto-backup in your file management preferences.

i. List your color Hex codes here: \_\_\_\_\_

2. **Logo Design** - create a logo for your brand with: Color, Lines/Shapes that has Balance, Unity and Harmony

a. **Take screenshots of your progress to use in your slideshow later**

b. Notate in your presentation each element in your design and how it follows the Principles of Design and will appeal to your customer. You will verbally explain all element choices in the presentation:

Element	How it follows Principles of Design	How this incorporates your style for the customer

c. Complete Peer Review and finalize your design to export as .PNG or .JPEG and. PDF

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# 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. Get peer feedback on your final choices then export your best or few best as .PDF
  
4. **Complete your Poster - 24x36" 300 PPI Advertising? Informative? Motivational? Event? Hiring?**
  - a. Choose what your poster will accomplish: \_\_\_\_\_
  - b. **Requirements:** include copyright information for any images used in your design. Presentation should include the **purpose** of your poster and how your poster elements achieve it. Export .PDF.
  
5. **Complete a slideshow** for presentation at FunFest - 5 minutes max - you will be asked to stop after that
  - a. **Must Include:** Description of your business and intended customer, then design choices using terminology from the Elements and Principles of Design, finally a summary of your designing experience.

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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. Express the marketability of your design and how it will appeal to your target.



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