



## **FunFest 2025 Digital Media Design – Logo Competition Competition Rules**



### **Event Description:**

A logo is the face of a brand, and we need you to help us craft the face of FunFest! Students will design a digital logo that will fully convey what Funfest is all about. Please bring your creativity to life following the guidelines below.

**Participants:** MCS has a maximum of 12 time slots for teams of 1 to 4.

- o Participants can be individual or a team
- o Teams can consist of 1 or 4 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

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

**Notes:** None.

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

# 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 logo:

- FunFest is a collaboration with Moore County Schools CTE and Sandhills Community College
  - o Next year's FunFest will be FunFest XXVIII
- No hand drawn submissions. If drafted by hand, the logo must be vectorized prior to submitting.
- Accepted File Types: SVG, AI, EPS or JPG
- NOTE: Winning logo may be used at approximately 4x6 inches (shirt front) so designs should be clear at that size (but still vectored for scalability)

## Presentation:

- The presentation should explain the development and contents of the logo
- 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; all graphics must be shown during the presentation.
- 5 minutes is the maximum time for a team presentation, the judges will stop teams at the 5-minute mark if they are still presenting.

**Disclaimer:** Contestants agree that Sandhills Community College may publish their material for use in marketing materials and advertising purposes. Contestants assign all design and associated intellectual property rights to Sandhills Community College. Additionally, Sandhills Community College reserves the right to revise the submissions as necessary for proper file formatting and use.

<b>Category</b>	<b>Developing (0-8 pts)</b>	<b>Proficient (9-13 pts)</b>	<b>Accomplished (14-19 pts)</b>	<b>Distinguished (20-25 pts)</b>	<b>Points Earned</b>
<b>Attractiveness</b> (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.	
<b>Layout/Design</b> (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.	
<b>Technical Elements</b> (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 the product lacks originality. (Lots of cliparts, etc.)	The project manipulates material to create original product. It has original elements created by the student.	

## Logo Rubric

<b>Content/ Originality</b> (25 max points)	<p>The logo looks like it has been copied from someone else or somewhere else.</p> <p>Student can describe something about a logo but can not be sure of what a logo is.</p>	<p>The design is similar in several ways to another logo.</p> <p>Student appears to have recognized a logo and some of the elements that make up a logo</p>	<p>Design is original but similar in one way to another logo.</p> <p>Student can recognize a logo and the elements that make up a logo.</p>	<p>The design is unique and original.</p> <p>The student can recognize a logo and the elements that make up a logo.</p>	
<b>Adaptable</b> (25 max points)	<p>The logo will only work with one medium.</p> <p>It gets pixelated when enlarged.</p> <p>It has no color</p>	<p>The logo will only work across a couple of mediums.</p> <p>It will get pixelated when enlarged.</p> <p>Looks good in either color or black and white.</p>	<p>The logo will work across different mediums.</p> <p>It will get pixelated with enlarged.</p> <p>Looks good in either color or black and white</p>	<p>The logo will work across different mediums.</p> <p>Will look good, small or large as well.</p> <p>Looks good in color or black and white.</p>	
<b>Overall Look or Logo</b> (25 max points)	<p>The logo couldn't be published as is.</p>	<p>A lot of work would need to take place for logo to be published</p>	<p>Some changes needed for logo to be published</p>	<p>No changes needed for logo to be published.</p>	
<b>Total Points Earned</b>					
<b>Comments:</b>					

## 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 presentation.	Student demonstrates knowledge and familiarity with the topic; uses few filler words; presentation is appropriately paced to share knowledge of the topic.	Student demonstrates mastery of the topic; uses almost no filler; conveys meaningful knowledge of the topic with confidence with a natural pace.	
Delivery	Student uses filler words frequently; slouches or leans throughout presentation; speaks quickly and without inflection; makes no eye contact	Student uses filler words; slouches or leans through some parts of the presentation; speaks quickly through most of the presentation or uses little inflection; makes very little eye contact.	Student has good posture with little leaning; uses few filler words; uses inflection and attempts to pace presentation; makes eye contact most of the time.	Students has good posture with no leaning; uses almost no filler words; uses proper inflection and pacing throughout presentation; makes appropriate and confident eye contact.	
Organization	Presentation shows no logical order or progression; no supporting details or background information.	Presentation is not in a clear order, with items out of place; uses few supporting details or background information.	Presentation shows a logical order, but may need further development; uses supporting details and background information.	Presentation demonstrates a logical order that is clearly expressed with supporting details and background information supplementing delivery.	
Total Points					

Logo Points (150)	Presentation Points (150)	Total