

Art Institutes Poster Design Competition

For high school seniors with an interest in turning their love of art into a career, The Art Institutes is sponsoring a Poster Design Competition, a program which awards tuition scholarships of up to \$25,000 to study graphic design at a participating Art Institute location.

Deadline for entries is February 3, 2012. In all, approximately \$100,000 in tuition scholarships will be awarded.

The theme for the competition is **“You Can Create Tomorrow”** your size requirement is **11" x 17"**. Student submissions should show an understanding of the theme **“You Can Create Tomorrow,”** basic design concepts, and a keen eye for design.

- 1) Have an initial brainstorming session to come up ideas
 - a. Look at <http://www.artinstitutes.edu/competitions/poster-design-competition-winners.aspx> - to see local winners from last year
 - b. Look at the calendar with last year's top 12 winners in it
- 2) Create at least 4 sketches based on brainstorm session
 - a. These sketches are to be approved by instructor
- 3) Begin production work using Adobe Illustrator, InDesign, and PhotoShop
 - a. Your Final product must incorporate the theme **“You Can Create Tomorrow”**
 - b. Your final product must be **11" x 17"**
 - c. Your final product must contain the Americans for the Arts Logo and the Art Institutes Logo
 - i. Do not alter these logos in any way
 - d. Do **NOT** use Photoshop to create any text for your poster
 - i. Create text in a vector program such as Illustrator or InDesign
- 4) Go through focused revision session with classmates and instructor, receive constructive feedback, and make decisions about improvements
- 5) Submit the finished file in JPG format with a 300 resolution to the appropriate network drive
 - a. Name file: **Your Name AI Poster Big.jpg**

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Category	Poor (1)	Fair (2)	Excellent (3)
Creativity x3	Student is not creative in their thinking and their final production doesn't demonstrate outside the box thinking. Student went with the expected in their final project.	Student is creative in their thinking, but they haven't gone through or demonstrated a creative process. They didn't explore many possibilities and just went with the expected	Student is creative in their thinking and demonstrates outside the box thinking. It is evident the student had a creative process in their work and explored many possibilities and didn't just go with the expected.
Theme Integration x3	Students production doesn't integrate the theme of the Art Institutes	Student doesn't fully tie in the theme with their production.	Students production integrates the theme of the Art Institutes
Originality x3			Student is original in the production of their work. They create original artwork and use fully original images.
Sketches x3	2 -3 sketches incomplete	1 sketch incomplete	All 6 sketches finished and include detail
Simplicity x2	Multiple minor mistakes concerning principle or one glaring mistake made	One instance of principle not being used effectively or not used when appropriate principle looks sloppy.	Strong, obvious use of principle. Principle s used effectively and when appropriate
Contrast x2	Multiple minor mistakes concerning principle or one glaring mistake made	One instance of principle not being used effectively or not used when appropriate principle looks sloppy.	Strong, obvious use of principle. Principle s used effectively and when appropriate
Repetition x2	Multiple minor mistakes concerning principle or one glaring mistake made	One instance of principle not being used effectively or not used when appropriate principle looks sloppy.	Strong, obvious use of principle. Principle s used effectively and when appropriate
Alignment x2	Multiple minor mistakes concerning principle or one glaring mistake made	One instance of principle not being used effectively or not used when appropriate principle looks sloppy.	Strong, obvious use of principle. Principle s used effectively and when appropriate
Proximity x2	Multiple minor mistakes concerning principle or one glaring mistake made	One instance of principle not being used effectively or not used when appropriate principle looks sloppy.	Strong, obvious use of principle. Principle s used effectively and when appropriate
Professionalism x3	2 project requirements not met	1 project requirement not met	Work submitted to the appropriate network drive. 300 resolution jpg submitted. Final piece is 11" x 17". Both required logs are included
Typography x3	Minimal attention is paid to typography and cover lacks good font choices and character adjustments (tracking, leading, etc), or a text hierarchy isn't created.	Minimal attention is paid to typography or cover lacks readability or font choice clashes with message or a text hierarchy isn't created.	Attention is paid to typography and cover reflects good font choices and character adjustments (tracking, leading, etc) that tell the message and are readable. Text Hierarchy is established.
Focused Revision x2	Student demonstrates inflexibility and refuses to change or improve	Student reluctant to accept suggestions from peers or	Student takes advice and constructive feedback and improves their production
Overall Impression x3	3-4 minor tweaks needed	1-2 minor tweaks needed	Professional level work.
Total			/99
Submission Points			/20