




PROMOTIONAL GRAPHICS

 TSA hopes that by including current year competition options here, you have plenty of time to do a great job on your entry.

OVERVIEW

Participants develop and present a graphic design that can be used to promote participation in TSA competitive events. The design will promote competitions offered in the TSA competitive events guide. Participants will choose one (1) of the three (3) competitions listed below for the given year.

For 2011 the options are:

- Dragster Design
- CAD 2D, Architecture
- Promotional Graphics

For 2012 the options are:

- On Demand Video
- Biotechnology Design
- Prepared Presentation

PURPOSE

Participants have the opportunity to use computerized graphic communications layout and design skills in the production of a promotional resource for TSA.

ELIGIBILITY

Participants are limited to two (2) individuals per chapter, one (1) entry each.

TIME LIMITS

Entries must be started and completed during the current school year.

ATTIRE

Business Casual dress as described in Competitive Events Attire is the minimum requirement.

PROCEDURE


A. Participants check in their entries at the time and place stated in the conference program.




- B. Entries are reviewed by evaluators. Neither students nor advisors are present at this time.
- C. Ten (10) finalists are announced at the awards ceremony.
- D. Entries are picked up only at the time and place stated in the conference program.


REGULATIONS

- A. The Promotional Graphics event is an individual event. No recognition is given for a group effort.
- B. The design must meet the following criteria:
 1. The design (graphic) may not exceed 20cm (8 inches) x 25cm (10 inches). The design must be presented either in portrait or landscape layout and must be printed on letter size (8½" x 11") photo paper or card stock (either glossy or matte finish is acceptable) and placed in a three (3)-hole punch clear plastic sheet protector when submitted at check-in.
 2. The design must be produced using a desktop publishing system, i.e. Photoshop, CorelDraw, PageMaker, Quark-Xpress, Harvard Graphics, etc.
 3. The design must include a minimum of three (3) colors.
 4. The design must be original and reflect, interpret, or in some other way communicate the essence of one (1) of the three (3) competitive event options provided for the given conference year.
 5. The design must include the following text that may or may not be incorporated as an integral part of the illustration [type face(s) may be original or traditional in design]:
 - a. Technology Student Association
 - b. The exact official competitive event name, as listed in the current TSA competitive events guide.
 6. The words "Technology Student Association" are part of the emblem design. Use of the emblem, therefore, can meet the requirement above (5a.) but entries also may include "Technology Student Association" separately.
 7. The design also must incorporate one (1) complete, unaltered full color (red, white and blue) version of the official TSA emblem. (As long as the unaltered color copy of the official TSA logo is present, other TSA emblems or portions of the emblem that have been altered in some way may be integrated into the design.) The unaltered TSA emblem can be used only in accordance with trademark policies that appear on the national TSA web site (www.tsaweb.org). Failure to follow the information provided in the policies results in disqualification.

 Read the regulations carefully to avoid these common rules violations:

- competition option not included
- incorrect competition option used
- design exceeds 8" x 10"
- unaltered TSA logo not included
- copyrighted art permission not included
- proof of public domain art not included
- school, student or state name included
- signed consent form for photos of individuals not included

 According to TSA's trademark policy, "when an emblem of the organization is reproduced, it should be an exact replica of the emblem as registered through the collective trademark."

 Read the General Rules and Regulations in the front of this guide for information that applies to all of TSA's competitive events.

The TSA logo may be used with or without the registered trademark symbol (the circle R).

8. All entries must be the original work of the entrant. Computer-generated type fonts and public domain computer clip-art may be used. All ideas, text or images from sources other than the designer must be cited (copyrighted or not). Cited works should be in MLA format and appear on one (1) page following the one (1) page description of the design process (B.10). If copyrighted material is used, separate written permission must be included as well. Failure to follow this procedure results in disqualification. If the artwork is completely original, this must be stated in the description (B.10). This information must be inserted between the promotional graphic and the typed technical explanation in the clear plastic page protector.
 9. If the design entry contains images of people, proof of consent must be turned in with the entry. Minors require parental consent. (See Photo/ Film/ Video Consent and Release form.) This information also must be inserted behind the promotional graphic in the clear plastic page protector.
 10. A maximum one (1) page typed technical explanation of the design process (including software programs and artwork/graphic/photo sources used in the production of the graphic), an explanation of the designer's inspiration, and an explanation of how the graphic relays the competition option must be included. This should be inserted facing out behind the promotional graphic in the clear plastic page protector.
- C. The winning designs for Promotional Graphics may be used on promotional posters, or in publications.
- D. All entries become the property of TSA, Inc. and will not be returned after judging.

EVALUATION

Evaluation is based on the criteria outlined in the official rating form.



STEM INTEGRATION

This event has connections to the STEM standards noted below. Please refer to the STEM integration section of this guide.

Science, Technology, Engineering, Mathematics

PRIMARY LEADERSHIP SKILLS

Leadership skills promoted in this event:

- COMMUNICATION — Students will communicate the event theme effectively. Suggested leadership lessons: *Promote It* and *Put It Together*
- ETHICS — Students will follow copyright procedures. Suggested leadership lessons: *Ethics Articles* and *Ethics Scenario*
- EVALUATION — Students will conduct ongoing evaluation of their entry. Suggested leadership lessons: *Seven Components of Effective Evaluation* and *Your Dream Car*

Additional leadership skills promoted in this event: decision making, organization, problem solving, teamwork

TSA AND CAREERS

This competition has connections to one or more of the career areas featured in the TSA AND CAREERS section of this guide. Use *The 16 Career Clusters* chart and the *TSA Competitions and Career Clusters* grid as resources for information about careers.

CAREERS RELATED TO THIS EVENT

Advertising executive
Graphic designer
Marketing manager
Printer
Public relations manager

PROMOTIONAL GRAPHICS EVENT COORDINATOR INSTRUCTIONS

PERSONNEL

- A. Event coordinator
- B. Assistants for check-in, two (2)
- C. Evaluators for displays, two (2) or more

MATERIALS

- A. Coordinator's notebook, containing:
 - 1. Event guidelines, four (4) copies
 - 2. Official rating forms
 - 3. List of entries with finalist report
 - 4. List of evaluators/assistants
 - 5. Results envelope
- B. Equipment
 - 1. Marking pens for evaluators, six (6)
 - 2. Display area—either tables for laying out the entries, or a system for hanging the entries
 - 3. Two (2) or more two (2)-inch ring binder notebooks for entry collection and judging
 - 4. Table and chair for evaluators

RESPONSIBILITIES

- A. Upon arrival at the conference, report to the CRC room and check the contents of the coordinator's notebook. Review the event guidelines and check to see that enough evaluators/assistants have been scheduled.
- B. Inspect the area(s) in which the event is being held for appropriate set-up, including room size, chairs, tables, outlets, etc. Notify the event manager of any potential problems. Check in the entries at the time stated in the conference program. Anyone reporting who is not on the entry list may check in only after official notification is received from the CRC chairperson. Late entries are considered on a case-by-case basis and only when the lateness is caused by events beyond the participant's control. Requirements for attire do NOT apply during check-in.
- C. Place an entry number in the bottom right corner of the clear plastic sheet protector on each entry, and secure the provided



binder notebooks for evaluation. Secure the entries in the designated area.

- D. One (1) hour before the event is scheduled to begin, meet with your evaluators/assistants to review time limits, procedures, and regulations. If questions arise that cannot be answered, speak to the event manager before the event begins.
- E. For participants who violate the rules, the decision either to deduct twenty percent (20%) of the total possible points or to disqualify a participant must be discussed and verified with the evaluators, event coordinator, and a CRC manager. Secure the initials of the event coordinator and manager on the rating form.
- F. Evaluators independently assess the entries in each of the binder notebooks.
- G. Evaluators total their scores for each qualified entry to determine the ranking of the ten (10) finalists. Evaluators discuss and break any ties.
- H. Complete and submit the finalist report, which includes a ranking of the ten (10) finalists, and all related forms in the results envelope to the CRC room.
- I. If necessary, manage security and the removal of materials from the event area.



PHOTO/FILM/VIDEO CONSENT AND RELEASE

I hereby give permission for images of my child or myself (as applicable), captured during Technology Student Association (TSA) activities through film, photo or digital camera, to be used solely for the purposes of TSA promotional materials and publications, and I waive any rights of compensation or ownership thereto.

Name of minor in images (please print)

Name of minor's parent/guardian (please print)

Name of adult in images (please print)

Parent/guardian or adult's signature (as applicable)

Date

PROMOTIONAL GRAPHICS

2011 & 2012 OFFICIAL RATING FORM

HIGH SCHOOL

PARTICIPANT/TEAM ID#													
EVALUATIVE CRITERIA													
Impact (35 pts.) Effective depiction of competitive event20 pts. Eye appeal15 pts.													
Graphic (25 pts) Graphics used are appropriate for the chosen competition10 pts. Fonts are readable, attractive, have appropriate dimension and placement5 pts. Final product presentation (sharp clean edges of graphics and fonts; entry is clear of smudges, smears, pencil or other extraneous marks).....10 pts. [Proof of permission to use copyrighted image(s) must be included. A release form must be present if photographs of individuals are used. Clipart must be documented.]													
Design elements (20 pts) Balance (visual weight of design elements)5 pts. Dominance (eyes are drawn to main message)5 pts. Proportion (size relationships within the design)5 pts. Unity (design elements flow together)5 pts.													
One page technical explanation (20 pts.) Techical explanation, including programs used and process.....5 pts. Explanation of inspiration/how graphic relates to competition option5 pts. Grammar/spelling.....5 pts. Cited work in MLA format.....5 pts.													
SUBTOTAL100 pts.													
Rules violation (must be initialed by coordinator and manager)minus 20% of the total possible pts.													
TOTAL100 pts.													
Comments:													
I certify these results to be true and accurate to the best of my knowledge.													
<u>Evaluator</u>													
Printed name: _____ Signature: _____													