**The Great Computer Challenge, 2020**

***Graphic Design, Level 4***

# **Background**

Graphic design is the process of visual communication and problem-solving. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages. They use typography, visual arts and page layout techniques to create visual compositions. Common uses of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), wayfinding or environmental design, advertising, web design, communication design, product packaging and signage.

# **Guidelines & Requirements are found in each challenge**

Pick 4 out of the 5 problems presented below:

# **Challenge 1: Poster**

Design a poster for the 22nd Chicago Kids and Kites Festival. The poster should not only advertise the event, but should portray its purpose.

Information from the website (<https://www.chicago.gov/city/en/depts/dca/supp_info/kids_and_kites_festival.html>):

A favorite family event and a harbinger of springtime in Chicago, the 22nd Annual Chicago Kids and Kites Festival returns to Cricket Hill in Lincoln Park (Montrose and Wilson) on Saturday, May 2, from 10am to 4pm. Admission is FREE. The City of Chicago will provide free kite kits, while supplies last, for children to get creative as they build, decorate and fly their own kites. Chicago Kite will be onsite for kite buyers, and professional kite flyers will demonstrate their skills with oversized and uniquely-shaped kites.

**GUIDELINES AND REQUIREMENTS**

Poster Specifications

**Content to include on poster:**

* 22nd Chicago Kids and Kites Festival
* Saturday, May 2, 2020
* 10am–4pm
* Cricket Hill in Lincoln Park

**Size and Color:**

11x17 inches (landscape or portrait) Color: 4-color process (CMYK)

**Software:**

Illustrator and/or Photoshop for graphic manipulation/creation and final production. Resolution: 300dpi

**Rules:**

Images created must be original artwork.

# **Challenge 2: Book Cover**

Design a book cover for the book “Kitchen Science Lab for Kids: 52 Family Friendly Experiments from Around the House” by Liz Lee Heinecke

Conduct physics, chemistry, and biology experiments with tools and ingredients found in any kitchen! These 52 labs created by mom and scientist Liz Lee Heinecke introduce fundamental scientific principles in a fun and accessible format.

*Editorial Reviews*

"Heinecke takes kids—and their parents— through the step-by-step process of scientific method, with easy-to-follow instructions and photos." - Omaha World-Herald

"While technically not a cookbook (although it does have edible electromagnetic waves), this book celebrates the kitchen and food as a source of science magic... If you have kids, or just are a kid, this book is a must-have." - Minneapolis City Pages

"Known to most as The Kitchen Pantry Scientist, Liz Heinecke is an avid blogger, NASA Earth Ambassador, Bacteriologist and former medical researcher. But to her three children, she's just known as "mom"—an enthusiastic and curious parent who loves to have as much fun with science as they do." - A Bullseye View, the blog for Target

**GUIDELINES AND REQUIREMENTS**

Book Cover Specifications

**Content to include on book cover:**

* (Title) Kitchen Science Lab for Kids: 52 Family Friendly Experiments from Around the House
* (Author) Liz Lee Heinecke

**Size and Color:**

5x8 inches (vertical)

4-color process (CMYK)

**Software:**

Illustrator and/or Photoshop for graphic manipulation/creation and final production. Resolution: 300 dpi

**Rules:**

Images created must be original artwork.

# **Challenge 3: Logo**

Design and create a logo that appropriately represents the National Museum of Mathematics. The logo must be rendered in black and white as well as in color.

Info from the website (https://momath.org/):

MoMath, the National Museum of Mathematics, is an award-winning museum that highlights the role of mathematics in illuminating the patterns and structures all around us. Its dynamic exhibits and programs stimulate inquiry, spark curiosity, and reveal the wonders of mathematics. The Museum’s activities lead a broad and diverse audience to understand the evolving, creative, human, and aesthetic nature of mathematics.

*Brief History*

The National Museum of Mathematics began in response to the closing of a small museum of mathematics on Long Island, the Goudreau Museum. A group of interested parties (the “working group”) met in August 2008 to explore the creation of a new museum of mathematics — one that would go well beyond the Goudreau in both its scope and methodology. The group quickly discovered that there was no museum of mathematics in the United States, and yet there was incredible demand for hands-on math programming.

Accomplishments to date include: opening Manhattan’s only hands-on science center, welcoming more than one million visitors; creating the popular Math Midway exhibition, which has delighted millions of visitors at museums throughout the United States and internationally; leading math tours in various U.S. cities; running dozens of Math Encounters and Family Fridays events; delivering a broad array of diverse and engaging programs for students, teachers, and the public to increase appreciation of mathematics; and creating the largest public outdoor demonstration of the Pythagorean Theorem ever.

**GUIDELINES AND REQUIREMENTS**

Logo Specifications

**Text to include in logo design:**

* Text: MoMath

5 x 5 inches Maximum of 2 colors.

**Software:**

Illustrator and/or Photoshop for graphic manipulation/creation. Illustrator and final production. Resolution: 300dpi

**Rules:**

Images created must be original artwork.

# **Challenge 4: Advertisement**

Design an advertisement for Rock the Vote organization.

Info from the website (http://www.rockthevote.com)

Rock the Vote is the largest nonprofit and nonpartisan organization in the United States driving youth to the polls. For more than 25 years, Rock the Vote has revolutionized the way we use pop culture, music, art and technology to inspire political activity. The organization has pioneered ways to make voting easier for young adults by simplifying and demystifying voter registration and elections. Together, we can ensure that our voices are heard and that on Election Day, we shape our country’s history.

GUIDELINES AND REQUIREMENTS

Advertisement Specifications

**Content to include on ad:**

* Headline text: Building political power for young people.
* Additional text: Rock the Vote
* URL: www.rockthevote.com

**Size:**

8.5x11 inches (portrait)

**Color:**

4-color process (CMYK)

**Software:**

Illustrator and/or Photoshop for graphic manipulation/creation and final production. Resolution: 300dpi

**Rules:**

Images created must be original artwork.

# **Challenge 5: Product Label Design**

Design and produce the front side graphics (labels) for one of Outlaw BBQ Sauces called Honey Hot. Outlaw HONEY BBQ Sauce is a Kansas City Style, Kentucky Bourbon based sauce, sweetened with Pure Honey. They are proud to say that they only use the finest and freshest ingredients in their Outlaw BBQ Sauce recipe, the same recipe they used when they made small batches of sauce in their own kitchen.

GUIDELINES AND REQUIREMENTS

Label Specifications

**Content to include on label:**

* Outlaw BBQ Sauce
* Honey Hot
* 16 oz.

**Size and color:**

3.25 x 5 inches

4-color process (CMYK)

**Software:**

Illustrator and/or Photoshop for graphic manipulation/creation and final production. Resolution: 300dpi

**Rules:**

Images created must be original artwork.

# **Judging Criteria**

Project will be judged on the originality and creativity of the ideas behind the solution, the quality of the design, and the accuracy of the final design to the requirements.

# **SOL Correlation**

C/T 9-12.2 | C/T 9-12.3 | C/T 9-12.6 | C/T 9-12.8 | C/T 9-12.9 | C/T 9-12.10 | C/T 9-12.11

***Have fun and thanks for participating in the
Great Computer Challenge, 2020!***