**The Great Computer Challenge, 2018**

***Graphic Design, Level IV***

# **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 Bat Fest 2018. The poster should not only advertise the event but should tell its story—portray the event’s experience.

Information from the website [(http://www.roadwayevents.com/event/bat-fest/).](http://foodbankonline.org/wp-content/uploads/2016/08/Brand-Guide_050514.pdf%29)

What will you see at Bat Fest this year? 1.5 million Mexican free-tailed bats emerging from under the bridge at dusk, 3 stages with live music, more than 75 arts & crafts vendors, delicious food and drinks, fun children’s activities, a bat costume contest and other bat activities.

**GUIDELINES AND REQUIREMENTS**

Poster Specifications

Content to include on poster:

Bat Fest

August 18th, 2018

Congress Ave Bridge

4pm to Midnight

Size and Color:

Size:11x17 inches (landscape or portrait). Color: 4-color process (CMYK). Resolution: 300dpi

Recommended Software:

Illustrator and/or Photoshop for graphic manipulation/creation and final production.

Rules:

Images created must be original artwork.

# **Challenge 2: Book Cover**

Design a book cover for the book “Mrs. Frisby and the Rats of NIMH” by Robert C. O'Brien.

Info from the publisher’s website: http://www.simonandschuster.com/books/Mrs-Frisby-and-the-Rats-of-Nimh/Robert-C-OBrien/9780689710681

Mrs. Frisby, a widowed mouse with four small children, is faced with a terrible problem. She must move her family to their summer quarters immediately, or face almost certain death. But her youngest son, Timothy, lies ill with pneumonia and must not be moved. Fortunately, she encounters the rats of NIMH, an extraordinary breed of highly intelligent creatures, who come up with a brilliant solution to her dilemma. And Mrs. Frisby in turn renders them a great service.

GUIDELINES AND REQUIREMENTS

Book Cover Specifications

Content to include on book cover design:

(Title) Mrs. Frisby and the Rats of NIMH

(Author) Robert C. O'Brien

Size and Color:

Size: 5x8 inches (vertical). Color: 4-color process (CMYK). Resolution: 300 dpi.

Recommended Software:

Illustrator and/or Photoshop for graphic manipulation/creation and final production.

Rules:

Images created must be original artwork.

# **Challenge 3: Logo**

Design and create a logo that appropriately represents the nature of SpaceKraft Records Recording.

Info from the website: http://www.spacekraftrecords.com/index.html.

SpaceKraft Records Recording Studio is located in Norfolk, Virginia and services musicians of all styles with recording needs and quality audio products.

GUIDELINES AND REQUIREMENTS

Logo Specifications

Content to include in logo:

SpaceKraft Records Recording Studio

Size and Color:

Size: 5 x 5 inches. Color: Maximum of 2 colors. Resolution: 300dpi.

Recommended Software:

Illustrator and/or Photoshop for graphic manipulation/creation. Illustrator and final production.

Rules:

Images created must be original artwork.

# **Challenge 4: Advertisement**

Design an advertisement for the product Tic Tac. Pick any of the flavors in their product line. The ad should not only advertise the product, but should portray the experience of tasting a tic tac.

Info from the website (https://www.tictacusa.com).

Tic Tac (officially styled as “tic tac”) is a brand of small, hard mints, consisting of 94.5% sugar, manufactured by the Italian confectioner Ferrero, and are available in a variety of flavors in over 100 countries.

Tic Tacs were first produced in 1968. They are usually sold in small transparent plastic boxes with a flip-action living hinge lid. Originally, Tic Tacs were dyed specific colors for different flavors, although in many countries the transparent plastic boxes are colored and the actual Tic Tacs are white.

GUIDELINES AND REQUIREMENTS

Advertisement Specifications

Content to include on ad:

Tic Tac

www.tictacusa.com

Size and Color:

Size: 8.5x11 inches (portrait). Color: 4-color process (CMYK). Resolution: 300dpi.

Recommended Software:

Illustrator and/or Photoshop for graphic manipulation/creation and final production.

Rules:

Images created must be original artwork.

# **Challenge 5: Package Label**

Avery’s is one of the oldest soda bottling companies in New England and the sodas are still handcrafted using methods and recipes from generations ago including real cane sugar, the finest quality ingredients. Visitors to the company can tour the mixing room where they can make their own soda flavor, and enter it in the Make Your Own Soda competition. The Totally Gross Sodas were inspired by the winners of the competition.

Information from the website [( http://www.averysoda.com/TotallyGrossSoda.html](http://foodbankonline.org/wp-content/uploads/2016/08/Brand-Guide_050514.pdf%29)).

GUIDELINES AND REQUIREMENTS

Label Specifications

Content to include on label:

Avery’s Gross Sodas

One of the following flavor names: Dog drool, Toxic Slime, Zombie brain juice, Swamp juice

(The volume of the bottle) 16 oz.

Size and color:

Size: 3.25 x 5 inches. Color: 4-color process (CMYK). Resolution: 300dpi.

Recommended Software:

Illustrator and/or Photoshop for graphic manipulation/creation and final production.

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, 2018!