**The Great Computer Challenge, 2019**

***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 the Music For The Hungry fundraising event. The poster should not only advertise the event, but should portray its purpose.

Information from the website [(http://foodbankonline.org/wp-content/uploads/2016/08/Brand-Guide\_050514.pdf):](http://foodbankonline.org/wp-content/uploads/2016/08/Brand-Guide_050514.pdf))

Music for the Hungry is an annual event benefiting the Foodbank of Southeastern Virginia and the Eastern. The idea of the event is simple, Local chefs and musicians come together to create a one-day festival of food, fun, and live music, all for a good cause. All proceeds from the event help the Foodbank provide much needed food to those who need it most in our community.

**GUIDELINES AND REQUIREMENTS**

Poster Specifications

**Content to include on poster:**

* Music For The Hungry
* October 6, 2019
* Central Park Pavilion
* Cape Charles, VA
* $25 admission—Kids five and under free
* 2–6 PM, Gates open at 1:30
* Foodbankonline.org/musicforthehungry

Size and Color

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

Recommended 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 “The Very Persistent Gappers of Frip” by George Saunders

In the seaside village of Frip live three families: the Romos, the Ronsens, and a little girl named Capable and her father. The economy of Frip is based solely on goat’s milk, and this is a problem because the village is plagued by gappers: bright orange, many-eyed creatures the size of softballs that love to attach themselves to goats. When a gapper gets near a goat, it lets out a high-pitched shriek of joy that puts the goats off giving milk, which means that every few hours the children of Frip have to go outside, brush the gappers off their goats, and toss them into the sea. The gappers have always been everyone’s problem, until one day they get a little smarter, and instead of spreading out, they gang up: on Capable’s goats. Free at last of the tyranny of the gappers, will her neighbors rally to help her? Or will they turn their backs, forcing Capable to bear the misfortune alone?

**GUIDELINES AND REQUIREMENTS**

Book Cover Specifications

Content to include on book cover:

* (Title) The Very Persistent Gappers of Frip
* (Author) George Saunders

Size and Color:

5x8 inches (vertical)

4-color process (CMYK)

Recommended 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 International Spy Museum. The logo must be rendered in black and white as well as in color.

Info from the website (www.spymuseum.org/about):

The International Spy Museum opened in Washington, DC on July 19, 2002. It is the only public museum in the United States solely dedicated to espionage and the only one in the world to provide a global perspective on an all-but-invisible profession that has shaped history and continues to have a significant impact on world events.

The Museum features the largest collection of international espionage artifacts ever placed on public display. Many of these objects are being seen by the public for the first time. These artifacts illuminate the work of famous spies and pivotal espionage actions as well as help bring to life the strategies and techniques of the men and women behind some of the most secretive espionage missions in world history.

The mission of the International Spy Museum is to educate the public about espionage in an engaging way and to provide a context that fosters understanding of its important role in and impact on current and historic events. The Museum focuses on human intelligence and reveals the role spies have played in world events throughout history. It is committed to the apolitical presentation of the history of espionage in order to provide visitors with nonbiased, accurate information.

**GUIDELINES AND REQUIREMENTS**

Logo Specifications

Text to include in logo design:

* Text: International Spy Museum

5 x 5 inches Maximum of 2 colors.

Recommended 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 2019 World Beard and Moustache Championship.

Info from the website (https://www.worldbeardchampionships.com/2019-wbmc)

The World Beard & Moustache Association (WBMA) has been conducting this championship since 2004, in which men flaunt their healthy and lengthy moustaches and beards. The first such contest was, however, held in 1990 in Germany.

The contest is conducted all over the world and draws participation from people who surprise the audience with their creatively coiffed beards and moustaches. Men showcase their extreme facial-hair-styling abilities; beard concentrically-circled, vertically-placed mustaches complemented with braided hairstyles and costumes.

GUIDELINES AND REQUIREMENTS

Advertisement Specifications

Content to include on ad:

* Headline text: Weird, but it’ll grow on you.
* Additional text: 2019 World Beard and Moustache Championship
* URL: www.worldbeardchampionships.com

Size:

8.5x11 inches (portrait)

Color:

4-color process (CMYK)

Recommended Software:

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

Rules:

Images created must be original artwork.

# **Challenge 5: Advertisement**

Design and produce new label graphics for one of the following flavors of Ramune Sodas: Octopus, Mystery, Wasabi, Disco Dance, Flaming. Ramune is a soft drink originally created and sold in Japan. They are known for their unusual bottle and unusual flavors.

GUIDELINES AND REQUIREMENTS

Label Specifications

Content to include on label:

* Ramune
* One of the following flavor names: Octopus, Mystery, Wasabi, Disco Dance, Flaming
* The volume of the bottle: 16 oz.

Size and color:

3.25 x 5 inches

4-color process (CMYK)

Recommended 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, 2019!***