**The Great Computer Challenge, 2021**

***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 Canstruction® event to benefit the Foodbank of Southeastern Virginia and Eastern Shore. The poster should not only advertise the event but should tell its story—portray the event’s experience.

Information from the website (https://foodbankonline.org/2020/02/11/21st-annual-canstruction/):

Playing with your food takes on a whole new meaning with Canstruction! Each year, architects, engineers, corporations, builders and learning institutions compete to build larger than life sculptures out of canned foods. After the judging and a two-week display period, the sculptures are torn down and the food is brought to the Foodbank for distribution to those in need in our community.

**GUIDELINES AND REQUIREMENTS**

Poster Specifications

**Content to include on poster:**

* Canstruction 2021
* Exhibition opening
* Saturday, May 2, 2021
* 10am–4pm
* Cricket Hill in Lincoln Park
* Benefitting the Foodbank of Southeastern Virginia and Eastern Shore

**Size and Color:**

11x17 inches (landscape or portrait) Color: Unlimited colors

**Software:**

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

**Rules:**

Images created must be original artwork.

# **Challenge 2: Postage stamp**

Design a postage stamp commemorating pioneering oceanographer, Sylvia Earle.

Sylvia Earle, (born August 30, 1935, Gibbstown, New Jersey, U.S.), American oceanographer and explorer known for her research on marine algae and her books and documentaries designed to raise awareness of the threats that overfishing and pollution pose to the world’s oceans. A pioneer in the use of modern self-contained underwater breathing apparatus (SCUBA) gear and the development of deep-sea submersibles, Earle also held the world record for the deepest untethered dive.

**GUIDELINES AND REQUIREMENTS**

Stamp Specifications

**Content to include on book cover:**

* Sylvia Earle
* Forevever

**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. A portrait of Ms. Earle is allowed, but not a required on the stamp design.

# **Challenge 3: Logo**

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

Info from the website (https://www.atlasobscura.com/places/the-treasures-in-the-trash-collection-new-york-new-york

Plans are under way to open the Treasures in the Trash Museum to the public and the museum needs a logo. Secreted away on the second floor of the MANEAST11 garbage truck garage is an ever-growing collection of strange items that have been plucked from the trash, and while it is not open to the public it is populated by their stuff. The collection was started by a single sanitation engineer by the name of Nelson Molina who started plucking treasures from his route over 20 years ago with the simple intention of giving his corner of the garage a little flare. However his hoarding quickly caught on as some of his fellow coworkers began adding weird little pieces to his collection. Everything from exotic lamps to fake flowers to pieces of pop kitsch are carefully extracted from the deluge of upper Manhattan waste, but everything that is admitted into the collection is approved by Molina. The collection is not organized in any formal way but Molina tends to group the pieces by size, general theme, and color.

**GUIDELINES AND REQUIREMENTS**

Logo Specifications

**Text to include in logo design:**

* Text: Treasures in the Trash Museum

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 96th Scripps National Spelling Bee. The ad should not only advertise the event but should tell its story—portray the event’s experience.

Info from the website [(http://spellingbee.com/):](http://spellingbee.com/%29)

Our purpose is to help students improve their spelling, increase their vocabularies, learn concepts and develop correct English usage that will help them all their lives.

Every year, students from all walks of life have the opportunity to participate in the Scripps National Spelling Bee, one of the nation’s oldest and most iconic competitions. They progress from classroom to cafeteria, from auditorium to civic center, delighting friends, family, sponsors and fans, just as millions of other students have done before them.

GUIDELINES AND REQUIREMENTS

Advertisement Specifications

**Content to include on ad:**

* Headline text: Winning with words.
* Additional text: Scripps National Spelling Bee
* URL: [www.spellingbee.com](http://www.spellingbee.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 new label graphics for one of the following flavors of Ramune Japanese soda: Octopus, Mystery, Disco Dance

This beverage is very popular in Japan, where it comes in a variety of unusual flavors, including wasabi, kimchi, bubble gum, and curry. If you’re new to Ramune, you might have trouble opening the bottle; it comes sealed with a fun marble that acts as a stopper. Ramune is one of the modern symbols of summer in Japan and is widely consumed during warm festival days and nights.

GUIDELINES AND REQUIREMENTS

Label Specifications

**Content to include on label:**

* The name of the brand: Ramune
* The flavor of the soda of your choice
* 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, 2021!*