



SW MN Technical Skills Challenge

Minnesota West Jackson Campus- April 24, 2009 or
Minnesota West Granite Falls Campus– April 30, 2009

Graphic Design Competition

Grade Level: 9-12

Individual or Team: Teams of 2-3 students per team

Activity to be completed:

Students will create, print, and make a display of marketing materials for an existing area business or agency, either private or public. Selection of business or agency needs to be approved by student's instructor/advisor BEFORE the student begins the project. Permission from the business or agency must also be obtained prior to starting the project, and students are encouraged to involve personnel from the business to ensure accuracy of information used in the graphic design project. (A formal, written agreement is not necessary).

Marketing materials will include at a minimum*:

- Design a logo. If the business currently has a logo, design a possible NEW logo for that business.
- Design for a sign or banner that could be used at the event or to promote the business or a special event for the business, such as an open house, special sale, etc.
- Business brochure – format, size and content left to the discretion of the student.
- A sample Internet ad to be used to promote the business.
- A sample newspaper ad to be used to promote the business, any size.

The marketing package can be in either electronic (power point or other electronic presentation), hard copy, or a combination. Students can use their discretion as to which methods/materials are most effective for promotion. If hard copy materials are created, print each item and create a hard-copy marketing display of a manageable size that can be transported to the final event. Students can use poster board or ANY materials for their display. Student teams will have a maximum of 15 minutes to present their marketing package and display to the judges, trying to "sell" them on their marketing materials and ideas. The judges should be thought of as the business owners students will be "pitching" the product idea to. If using PowerPoint or other similar electronic presentation, students should bring a laptop and projection unit that supports their software. If such equipment is unavailable to the student, please contact Gail Polejewski when submitting your entry to determine if equipment would be available from the SW/WC Service Cooperative or Minnesota West Community and Technical College. Do NOT assume equipment will be compatible – make PRIOR arrangements if your school does not have a laptop and/or LCD projector that can brought along the day of the competition.

Make at least ONE hard copy of each of the marketing materials presented to leave with the judges after the presentation. Clearly mark the student name(s) and school on each of the hard copies.

Materials/Equipment Allowed: Any graphic design software or production software. Laptop computer, LCD projector or similar electronic means may be used to support and display a presentation to the judges. Any combination of electronic media and printed items may be used.

Judging: Judges will be post-secondary Graphic Design students or representatives from the printing and graphics industry. Judging rubric is available at www.lifetimeoflearning.com.

* The items listed are the MINIMUM of what is required. A good marketing company usually goes above and beyond and uses their creative skills to come up with something extra that will impress the customer so much they will buy it and spend even more money with your marketing company! Be creative, have fun!

Graphic Design Competition questions or general questions about the event may be directed to:

Gail Polejewski, SW/WC Service Cooperative/Minnesota West Carl Perkins Consortium
Phone: 507-537-2273, email: gail.polejewski@swsc.org

**Technical Skills Challenge
Graphic Design Competition
REGISTRATION FORM**

School: _____

Mailing Address: _____ Zip: _____

Instructor Name: _____

Instructor's Email: _____ Phone: _____

I am registering students for the following Graphic Design Competition:

_____ Jackson Campus, April 24, 2009

_____ Granite Falls Campus, April 30, 2009

- Event will run from 9:30-2:30 at either campus

Team Competition: Maximum of 2-3 students per team. (Grades 9 - 12):

Student Names/Grades:

Team #1: _____

Team #2: _____

Team #3: _____

* If more registration space is needed, please copy this page as necessary.

EARLY BIRD Registration Fee: \$10 per Student if Postmarked by April 3, 2009.

After April 3, registration cost: \$20 per student. (NO registrations accepted after April 17).

Check Enclosed Please Bill My School (Purchase Order#: _____)

Checks payable to: SW/WC Service Cooperative, Technical Skills Challenge

Refunds are not available. Substitutions are acceptable. If possible, please call before the event with student name(s) for any substitutions.

Mail or FAX this completed registration to:

SW/WC Service Cooperative
1420 East College Drive
Marshall, MN 56258
Attn: Laurie Van Watermeulen
Fax#: 507-537-7327