



GRAPHIC DESIGN CONTEST

The purpose of the Graphic Design contest is for Intermediate & Senior exhibitors to display their creativity by designing an advertisement promoting the below topics. These ads have the potential to be published in the Shorthorn Country. This contest helps exhibitors learn design computer software while promoting the Shorthorn breed.

- 1) Entries in this contest should serve as a promotional tool for the given topic of each age division to promote the topic to the public. The winning ad may be published in the Shorthorn Country.
- 2) Designs (Ads) may be creative as well as informative. They may feature words, pictures, collages, objects, or any other appropriate item for promoting the contestant's topic.
- 3) Judging criteria will consist of:
 - Clear message
 - Clever verbage
 - Eye-catching appeal
 - Originality/creativity
 - Promotion of the appropriate topic
 - Visual Flow
 - Overall effectiveness
- 4) All entries must be emailed by **May 15** to contests@shorthorn.org. Must be submitted as a PDF.
- 5) Entries must be 8.5x11 to fit Shorthorn Country Guidelines. (Live Print Area is 7.485" x 9.833")
- 6) All entries must be able to provide via email any pictures, fonts, or graphics used (this will be for Shorthorn Country to be able to print in the magazine)
- 7) Exhibitors are allowed to enter as many as two ads in this contest; however, only one entry per exhibitor will be able to place in the top five.
- 8) A statement of originality must accompany the entry when emailed.
- 9) Duplication of entries in subsequent years will not be permitted.
- 10) Ads for each age division should promote the following topics
 - a) Intermediate (13 to 16 years) – promote the AJSA
 - b) Senior (17 years and up) – promote Shorthorn beef
- 11) Contact shelby@shorthorn.org for the AJSA or Shorthorn beef logo.