

It is time once again for the annual Catalog Cover and Student Welcome Poster Design Competition! Students participating in the competition will be responsible for designing an online catalog cover and a Welcome Students poster for the 2020-2021 academic year.

The judges are looking for fresh ideas that reflect Vincennes University's vision, achievements, and students. The VU logo graphic design can be incorporated into the catalog design as well as the Welcome Students poster. If you wish to use one of the VU graphic designs, please contact Andrea Tscherter at atscherter@vinu.edu and she can assist you.

Also, if you would like for Andrea Tscherter and Sherril Carter to come to your classes to speak with the students, please contact them to set up a time and date.

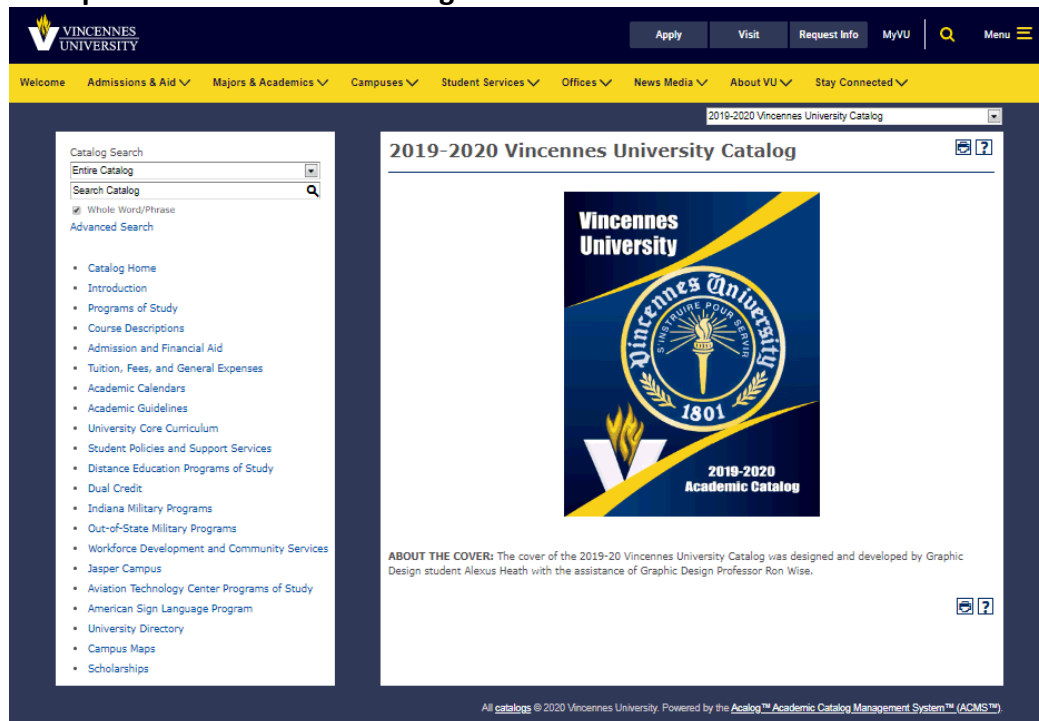
The winners of the catalog and poster design competition will receive:

- **First prize catalog \$250**
- **Second prize catalog \$150**
- **Winning poster \$100**

CATALOG COVER:

Students presenting a catalog cover will need to present their design in a JPEG image, dimensions 345px x 437px. The judges would also like to see the student's catalog design in the layout below; the web page can be found at <http://catalog.vinu.edu>.

Example of 2019-2020 VU catalog.



Students will be required to bring their catalog design on a flash drive to be displayed electronically as they give their presentation. Each student should have 7 color copies (8/12 x 11) of their catalog design for each judge. The paper copies do not need to be on a poster board.

POSTER - WELCOME STUDENT:

The Student Welcome poster should be designed in a format suitable for businesses to place in their store windows: approximately 11" w x 17" h in size. It may reflect the graphic designs of the catalog cover or be an entirely new concept. Like the catalog, this poster will become part of the public relations/marketing campaign. The Public Relations/Marketing office will not only have a substantial input into the selection of the winning poster, but also delegates the right to work with the student to modify the poster design. Students will be required to bring their design on a flash drive to be displayed electronically. Each student should have 7 color copies (8/12 x 11) of their catalog design for each judge. The paper copies do not need to be on a poster board.

Poster Examples



DUE DATES AND PRESENTATION DATES:

All designs for the contest must be submitted to Professor Ron Wise on or before March 27, 2019.

The schedule of event dates for the competition is as follows:

- Friday, March 27 **Deadline** for design submission to professors.

Monday, March 30 **Preliminary Presentations** in Center for Art and Design Room 116 at 9:00 a.m. – each student will have 2-3 minutes to explain their design concept.
- Tuesday, March 31 **Notification** of the top 5 designs will be emailed to Professor Wise. The top 5 catalog designs will be emailed by Sherril Carter and the top 5 poster designs will be emailed by Andrea Tscherter. Any changes that are needed will be included in the email.

Friday, April 3 **Final Presentations** in Center for Art and Design Room 116 at 9:00 a.m. – 2-5 minute presentations of the top 5 designs will be given. ***ALL students participating in the competition will be required to attend the Final Presentations.*** Following the presentations, pictures will be taken of the five finalists.

Friday, April 3 **Notification** of the catalog and poster winners will be emailed to Professor Wise.

The prize winners of the catalog competition will need to email Justin Hatton (jdhatton@vinu.edu) and the winner of the poster competition will need to email Andrea Tscherter (atscherter@vinu.edu) to discuss payment of the prize money.

Winners of the catalog and poster design competition will need to email their designs to:

Catalog Design – Sherril Carter at scarter@vinu.edu

Poster Design – Andrea Tscherter at atscherter@vinu.edu

Please Note: The student with the winning Catalog Cover design and the Welcome Poster will work with Professor Wise to produce a final design by Friday, April 10, 2020. All students participating in the cover competition **MUST** be able to complete their designs all the way to submission. The designer of the winning catalog cover will be responsible for modifying the cover to accommodate the online edition of the Vincennes University catalog.
