

The 2018-2019 annual Catalog Cover design and Student Welcome poster competition is once again here. Students participating in the competition will be responsible for designing an on-line Catalog Cover and a Welcome Students poster.

The judges are looking for new ideas that reflect Vincennes University visions, achievements, and students. The VU logo graphic design can be incorporated into the catalog design as well as being required on the welcome student poster. Logo files are being provided in the resources link on the class website. The logo is considered to be the flaming V and the type together. The logo must be used in a manner that follows the branding guidelines used by the University. Check with Professor Wise to make sure you are in compliance.

Photos may be incorporated into the design. All images used must be licensed and legal for use by VU. For photos of VU facilities and students, go to:

<http://vinuphoto.smugmug.com/>

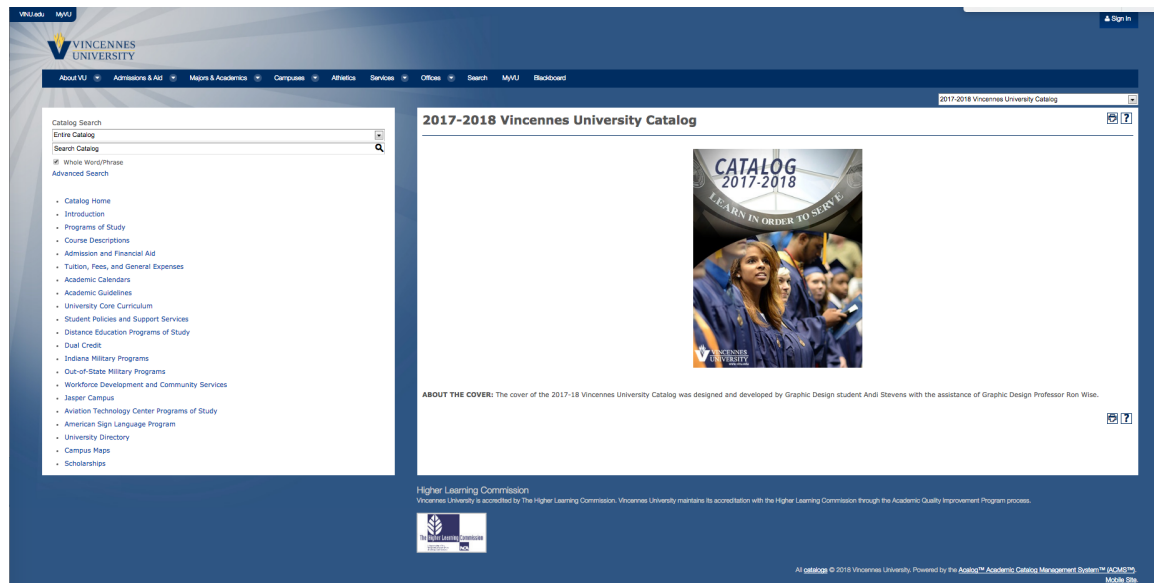
The winners of the catalog and poster design will receive:

- First prize catalog \$250
- Second prize catalog \$150
- Winning poster \$100 – may be increased, more info to come later

CATALOG COVER:

Students competing in the catalog design will need to present their design in a JPEG image, size 170.83KB, dimensions 345px x 437px (264.86 KB). The judges would also like to see the student's catalog design in the layout below; webpage can be found at <http://catalog.vinu.edu>.

Example of 2017-2018 VU catalog.

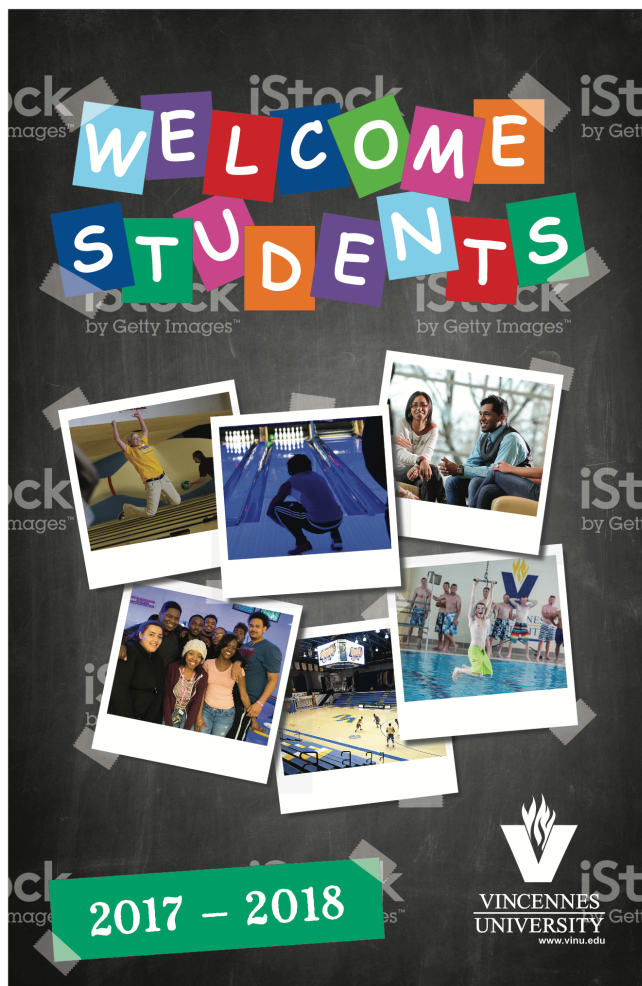


Students will be required to bring their catalog design on a jump drive to be displayed electronically as they give their presentation. Each student should have 7 color copies (8/12 x 11) of their catalog design for each judge. The paper copies do not need to be on a poster board.

POSTER – WELCOME STUDENTS:

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 jump 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.

Below is the winning concept from last year as it was presented to the client:



DUE DATES AND PRESENTATION DATES:

Failure to participate in these activities will mean your design will not be considered for use by the University.

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

Monday, March 19th **Deadline** for student design submission to professor.

Tuesday, March 20th **Preliminary Presentations** in the LRC Room 167 at 11:00 a.m. – each student will have 2-3 minutes to explain their design concept.

Wednesday, March 21st **Notification** to the top 5 designs will be email to Professor Wise. Andrea Tscherter will send an email to Mr. Wise with changes needed.

Friday, March 23rd **Final Presentations** in the LRC Room 167, 11:00 a.m. – 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, March 23rd **Catalog winner and Poster** winner announced. An email will be sent to Mr. Wise announcing the winners.

Please Note: The student with the winning Catalog Cover design and the Welcome Poster will work with Professor Wise and VU's photographer to produce a final design by **Wednesday, March 28, 2018**. 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 on-line edition of the Vincennes University catalog.