

VINCENNES UNIVERSITY
2015 – 2016
CATALOG DESIGN AND WELCOME POSTER DESIGN COMPETITION

The 2015-2016 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 the welcome student poster. If you wish to use one of the VU graphic designs, please contact Andrea Tscherter at atscherter@vinu.edu or Professor Wise can assist you.

The winners of the catalog and poster design will receive:

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

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 2014-2015 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 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 jump drive to be displayed electronically and on a poster board for their presentation.

DUE DATES AND PRESENTATION DATES:

All designs for the contest must be submitted to Professor Ron Wise on or before March 16, 2015.

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

Monday, March 16	Deadline for design submission to professors.
Wednesday, March 18	Preliminary Presentations in the LRC Room 167 at 11:00 a.m. – each student will have 2-3 minutes to explain their design concept.
Friday, March 20	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 Tescherter. Any changes that are needed will be included in the email.
Wednesday, April 1	Final Presentations in the LRC Room 167, 11:00 a.m. – 5 minute presentations of the top 5 designs will be given. <i>ALL students participating in the competition will be required to attend the Final Presentations.</i> Following the presentations, pictures will be taken of the five finalists.
Friday, April 6	Catalog and Poster winner will be posted outside of WAB-135. Winner of the catalog and poster design will need to email their design to: Catalog Design – Sherril Carter at scarter@vinu.edu Poster Design – Andrea Tscherter at atscherter@vinu.edu

The student with the winning Catalog Cover design and the Welcome Poster will work with Professor Wise and VU's photographer, Amber Nixon, to produce a final designs by April 17, 2015. 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.