DELAWARE

TSA

TECHNOLOGY STUDENT ASSOCIATION ®

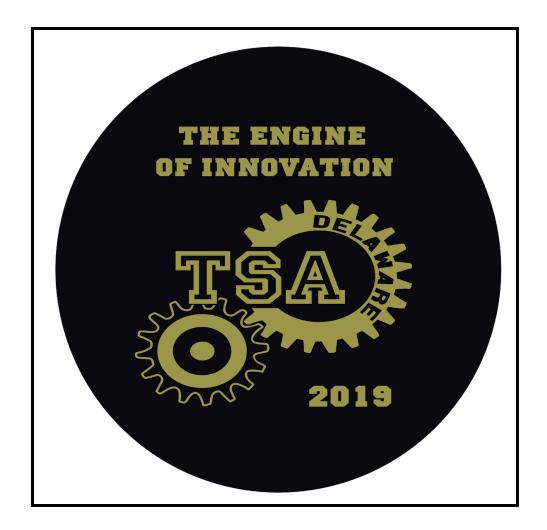# Delaware Technology Student Association

THE ENGINE OF INNOVATION

TSA DELAWARE

2019

TSA Pin Design Challenge

2020 Delaware Design Prompt: "Come One, Come All"

Delaware High School Only Competition

"Serving Technology Education Students" Sponsored by the Department of Education

Updated – September 16, 2019

TSA Pin Design Challenge

Design Challenge: The purpose of this challenge is to design a Pin that is reflective of the state conference theme that could be used by Delaware TSA for the students who are traveling to the national conference.

Eligibility: Entries are limited to one entry per high school student. Up to 3 entries per chapter.

Levels of Competition: Level II Only

Contest Guidelines

1.   Each complete entry must include the following elements:
    1.1.   All entries must be rendered in color.
    1.2.   The designer must specify the color of the Pin and the color(s) for the artwork.
    1.3.   In addition to the Pin background color, the designer may use up to three (3) colors in his or her artwork. These colors are "spot colors" and may not be blended or shaded.
    1.4.   Entries must be created in a design software package such as Illustrator, Photoshop, etc.
    1.5.   Artwork submission should be no larger than 8 x 10 inches.
    1.6.   All copyright laws must be followed in the creation of the design.
    1.7.   The design must include Delaware TSA (contestant may use text or the Delaware TSA logo).
    1.8.   The design must include the text of the design prompt.
    1.9.   The design must include the year of the state conference.
    1.10.   Each entry must reflect the conference theme.
    1.11.   A word processed (1-2 page) self-evaluation.

Note: A complete entry will include the following. Submission method TBD.

   A.   The artwork file saved as a PDF and as the working file (PSD, AI, etc.)
   B.   The Pin Design Challenge Self Evaluation.

   Helpful hint! Be certain to review the evaluation rubric. Any additional materials that are submitted will not be evaluated.

Judging: The designs for the contest will be judged prior to the state contest. Late submissions will not be judged. All design materials must be saved as a PDF file and the working file (PSD, AI, etc.). All entries must be submitted no later than March 6, 2020. All submitted designs will become the property of Delaware TSA and may be used in future print or electronic media.

Pin Design Challenge Entry Disclaimer: All entries for the Delaware TSA Pin Design Challenge will become the property of Delaware TSA. Delaware TSA may use the Pin design in any way necessary to facilitate and/or promote the organization. Delaware TSA has the right to select and use any of the contest entries as the state or national conference Pin. The 1st place design may or may not be used for this purpose. Additionally, Delaware TSA may select, adjust or modify the final design prior to production at the discretion of Delaware TSA.

TSA Pin Design Challenge Self Evaluation Sample

Participant ID: _____   Chapter/School Number _____

Software used: Illustrator   Photoshop   Word

PowerPoint   PageMaker   InDesign

Publisher   Other _____

Use a separate sheet of paper!

This form is a mock up for how the self-evaluation should be submitted for judging.

Helpful points to consider when preparing your self-evaluation may include…

What is the inspiration for your design concept?

What was the process you used in developing the design concept?

What are the unique qualities of your design concept?

How does the design express the conference theme?

Why would other students/advisors want to wear it?

TSA Pin Design Challenge

Student ID: _____   Chapter/School Number _____

TSA Pin Design Challenge			
2020 OFFICIAL RATING FORM			**HIGH SCHOOL**
Self-Evaluation (30 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Evaluators: Using minimal (1-4 points), adequate (5-8 points) or exemplary (9-10 points) performance levels as a guideline, record the scores earned for the event criteria in the column spaces to the far right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an "adequate" score of 7 for an X1 criterion = 7 points; an "adequate" score of 7 for an X2 criterion = 14 points.)			
Inspiration for graphic design (X1)	Little discussion of the inspiration for the graphic is included; illogical order of the design process is evident.	General overview of the design process is included, as is a basic description of the inspiration for the graphic.	An organized and logical overview of the entire design process, which details inspiration for the graphic design, is included.
Design process (X1)	Explanation does not fully discuss the technical development of the graphic; software packages used are not mentioned by name; frequent grammar and spelling errors are evident.	General overview of the technical development of the graphic (which mentions by name the primary software packages used in the design) is included; a few grammar and spelling errors may be evident.	Detailed and concise description of the technical development of the design (with discussion of all software packages used in the design) is included; proper grammar and spelling are evident.
Relevance (X2)	Brief and weak explanation of how the graphic design correlates to the theme is included, and/or the explanation is illogical.	The challenge is discussed in the explanation, and the correlation between the theme and the design is somewhat clear.	Explanation of relevance (i.e., how the final graphic design relates to the theme) is quite clear and complete.
			SUBTOTAL (40 points)
Design Artwork (70 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
First impression (X1)	The design is unorganized, and/or it is difficult to see; there is a poor choice of colors; the artwork is not suited for a Pin, and/or it leaves an unfavorable impression.	The design has good points, but some details may distract from the overall quality; the design may be too large or too small for a Pin.	The design is eye catching and an appropriate size for a Pin; attention to detail is obvious.

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Use of fonts/words in design (X1)	Fonts/words are not readable, and/or they are hard to read in the actual pin size; location or sizes are not appropriate for the design.	Fonts/words are mostly appropriate, but there is room for improvement; fewer fonts/words could have been used in the design.	Fonts/words, their size, and their location are clearly appropriate for the design in the actual Pin size.
Graphic appropriateness (X1)	Graphic has little correlation to the state TSA affiliate it is intended to relate to; design does not work well for the intended purpose.	Design generally works for its intended purpose, but it may be a little too big or too small in size; design correlates to the intended state TSA affiliate and theme	The design is a perfect size for the intended purpose; there is strong evidence for correlation of the design to the TSA affiliate and theme

TSA Pin Design Challenge (continued)			
Design Artwork (70 points)			
CRITERIA	Minimal performance	Adequate performance	Exemplary performance
	1-4 points	5-8 points	9-10 points
Dominance (X1)	Eyes are drawn away from what should have been the focal point by some other component of the graphic.	An attempt is made to use a graphic component that will draw attention to the design's main idea, but the result is confusing.	The design's main components draw eyes to the appropriate location and/or focal point of graphic.
Incorporation of graphic design principles (X2)	Design principles (alignment, consistency, contrast, unity, white space) are not incorporated adequately into the graphic, and/ or they are considered as an afterthought.	Graphic is missing one (1) or two (2) design principles (alignment, consistency, contrast, unity, white space), but the overall layout is aesthetically pleasing.	Graphic is aesthetically pleasing and all design principles are well incorporated into the design and layout.
			SUBTOTAL (60 points)
Rules violations (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator and manager of the event. Record the deduction in the space to the far right. Indicate the rule violated: _____			
(To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!) **TOTAL (100 points)**			

Score _____

Judging Comments

Judging Signature _____