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Graphic Design Contest

The purpose of the Graphic Design contest is for **Junior High**, **Senior 1**, and **Senior 2** youth to display their creativity by designing an advertisement promoting the below topics. These ads have the potential to be published. This contest helps exhibitors learn computer design software while promoting the sheep industry.

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.

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 verbiage
   ➢ Eye-catching appeal
   ➢ Originality/creativity
   ➢ Promotion of the appropriate topic
   ➢ Visual Flow
   ➢ Overall effectiveness

4) All entries must be emailed **by October 15** to **afisher3@utk.edu**. Must be submitted as a PDF.

5) Entries must be 8.5x11.

6) All entries must be able to provide via email any pictures, fonts, or graphics used.

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) Ads for each age division should promote the following topics
   a) Jr. High – The Many Products from Sheep
   b) Senior Level I and Level 2 – Technology Advancements in the Sheep Industry

9) Animal exhibition in Sheep Expo is not required to participate in this contest.

10) Cash prizes for winners provided by the Developing Champion Youth Endowment.

Contact Aaron Fisher (afisher3@utk.edu; 865-974-7260) with any questions.