UTIA INSTITUTE OF AGRICULTURE
THE UNIVERSITY OF TENNESSEE

ANIMAL SCIENCE
2506 River Drive
Knoxville, TN 37996
office: 865-974-7286
fax: 865-974-7297
https://animalscience.tennessee.edu/

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 beef 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 submitted as a PDF using the submission link below **by July 3**.

- https://utk.co1.qualtrics.com/jfe/form/SV_81f4Jv9PASfWgmy

5) Entries must be 8.5x11.

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

7) Youth are allowed to enter only one graphic design entry.

8) Ads for each age division should promote the following topics:

a) **Jr. High** – Marketing advertisement for direct-to-consumer freezer beef

b) **Senior Level I and Level 2** – Marketing advertisement for Ag-related business or service; examples include custom hay harvest or custom cattle fitting service

9) Animal exhibition in Beef 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.