

## Ohio Pin Design Competition (2020)

### Description

Develop a design that will be produced into trading pins for the Ohio Association at the 2019 National Leadership Conference.

*All images must be licensed for commercial use and be accompanied with a works cited page.*

### Eligibility

Any student member or team of member(s) may enter this event, however, each CTE program can only submit ONE design.

### Contestant must supply

- Design that is created and submitted as 2" x 2", 300 dpi, .jpg image.
- Works cited page produced according to the BPA Style and Reference Guide.

### Competencies

Ohio Arts & Communications Outcomes

- 2.1 Art Elements and Design Principles
- 2.2 Color Theory
- 2.3 Art Forms
- 2.5 Typography

Ohio Information Technology Outcomes

- 7.4 Graphics
- 7.5 Typography
- 7.9 Photographs

National BPA Competencies

- Demonstrate knowledge of graphic design and rules for layout
- Demonstrate effective use of color, lines, text, graphics, shapes, etc.
- Demonstrate the ability to present ideas to prospective customers illustrating reasoning and logic for the theme
- Use principles of design, layout, and typography in graphic design
- Use appropriate artwork and design techniques to effectively illustrate a theme
- Apply technical skills to manipulate graphics, artwork, and image

### Specifications

- This is a pre-submitted event, complete the online submission form.
- Member or team must incorporate the 2020 National BPA Theme "**Capitalize Your Future**"
  - Must include the words "Ohio" and "2020" in the design.
  - The words of the theme "**Capitalize Your Future**" does NOT have to appear in the design.
  - Design in color and ANY SHAPE, no color limit.
- The member or team MAY enlist the help of others in producing a digitally created design.
- Dimensions of the contestant-generated design must not exceed 2" x 2". It is recommended that you use 300 dpi. The design must be saved in a .jpg format, all other formats will be disqualified.
- Contestant's name may *not* appear anywhere on output.

- Confirmation of receipt will be provided when project is submitted.
- No fax or mailed copies will be accepted.
- No changes can be made to the project after the date of submission.
- *All images must be licensed for commercial use and be accompanied with a works cited page.* Originality and effectiveness will be given greater consideration.
- All written and design materials must follow the organization's **Copyright and Fair Use Guidelines** and **Graphic Standards** and make proper use of the BPA logo and/or organization's name. (Refer to the **Graphic Standards** in the *Style & Reference Manual*.)
- No registered trademarks or names may be used. It is the policy of Business Professionals of America to comply with state and federal copyright laws. Although a work may be freely accessible on the Internet and contain no statement of copyright, copyright law provides that such works are protected. Contestants must assume that works are protected by copyright until they learn otherwise. **The contestant will be DISQUALIFIED for copyright violations.**
- The top twenty-five designs will be submitted to the Ohio BPA Membership to select the trading pins for 2017 NLC.

## **Topic**

Develop a design that will be produced into trading pins for the Ohio Association during the Business Professionals of America National Leadership Conference in Washington DC **May 6-10, 2020**.

The output of this competition may be reproduced as one of the two trading pin designs for the Ohio Association at the 2020 NLC.

## **Method of evaluation**

Technical Scoring Rubric  
Membership Vote

## **Length of event**

The design, works cited and entry information must be submitted to Ohio BPA no later than 4:00 pm Eastern Standard Time on **October 26, 2019**.

Statewide Ohio BPA voting will be held the week of **October 28 – November 5, 2019**.

The two winning designs will be announced via social media on **December 6, 2019**.

## **Winning Designs**

The winning designs will be awarded \$75 to their school chapter.

The designers need not be present at FLC to win their award.

## Technical Scoring Rubric

Contestant Violated the Copyright and/or Fair Use Guidelines	<input type="checkbox"/> Yes (Disqualification)	<input type="checkbox"/> No
If yes, please stop scoring and provide a brief reason for the disqualification below:		
Contestant followed topic	<input type="checkbox"/> Yes	<input type="checkbox"/> No (Disqualification)

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
Contestant submitted the correct information and in the correct format. <ul style="list-style-type: none"> <li><input type="checkbox"/> Design (2x2 pin size) –jpg Format</li> <li><input type="checkbox"/> Works Cited page – .doc, .docx, or .pdf format</li> </ul> <p style="text-align: center;"><i>All points or none are awarded by the technical judge.</i></p>				10	
Design shows imagination, creativity, and originality	1-5	6-10	11-15	16-20	
Contestant-generated logo shows imagination, creativity and originality	1-5	6-10	11-15	16-20	
Design gains attention and has eye appeal	1-5	6-10	11-15	16-20	
Theme is incorporated in the design	1-5	6-10	11-15	16-20	
Effectiveness (easily understood, motivational, accurate)	1-5	6-10	11-15	16-20	
Works cited page meets the requirements as outlined in the <a href="#">Style &amp; Reference Manual – 10 points (all or nothing)</a>				10	
<b>TOTAL TECHNICAL POINTS (120 points maximum)</b>					