

AEJMC 2009 Convention Logo Design Competition

A logo entered in the AEJMC 2009 convention logo contest should be designed to represent the AEJMC annual conference to be held in Boston in August 2009. It should visually suggest "Boston" while representing AEJMC, the Association for Education in Journalism and Mass Communication. The logo should communicate immediately and effectively and should be memorable.

Entries must be the work of students enrolled in classes taught by AEJMC members. Each school may enter a maximum of 10 logos, which must be submitted by a faculty sponsor representing that school for this contest.

For a logo entry to be eligible for this contest, all entrants are required to submit their logo entry: (A) printed on white letter-sized paper in the format stated below; and (B) as an EPS computer file (.eps), as stated below.

A logo entered in this competition must:

- (1) include the following type elements: AEJMC August 2009 Boston
- (2) include AEJMC as an integral part of the logo.
- (3) be adaptable to multiple uses, i.e., program book cover, nametags and promotional material. The logo should not lose impact or legibility when substantially reduced.
- (4) retain a sense of balance and internal integrity when typographical elements are removed.
- (5) reflect the diversity of interests within AEJMC (To better understand AEJMC, please see its website at: <http://www.AEJMC.org>)
- (6) be reproducible in solid tones using one color (black). No tints, no blends, no gradations are allowed.
- (7) be printed in black and white. All entries must be BLACK logos on WHITE paper.
- (8) NOT INCLUDE COPYRIGHTED ARTWORK.

Each AEJMC logo entry must be printed on a white letter-sized sheet of paper and must include a large version and a small version of the logo (as explained below) printed on the same side of the same sheet of paper. The "large" and "small" versions of each AEJMC logo must be identical except for their size. The large version must be centered in the top portion of the sheet of paper. The small version must be centered and positioned 1.5 inches below the large version on the sheet of paper.

For each logo entry, the large version of the logo must be no smaller than 4" x 4" (four inches by four inches). This means the shortest dimension of the large version must be at least four inches long. The small version of the logo must be no larger than 1" x 1" (one inch by one inch). This means the longest dimension of the small version must be no more than one inch long.

Logo entries for this contest must be printed in solid black-and-white tones only (no blends, no gradations, and no shades of gray are allowed).

On the back of each logo entry's page, type or write: the name, address, and e-mail address of the student who designed the logo; the school name; and the faculty sponsor's name and e-mail address. Be careful that this information does not bleed through the front of the page. Do not write on the front of the page. Student names and school names must not appear on the front of a logo entry's page. The printed version of the logo entry will NOT be returned to the entrant or their school.

IMPORTANT NOTICE: When entrants submit their printed logo entry, they are required to also submit, in the same shipping container, a computer file copy of their logo entry saved as an EPS file on a CD (compact disk). The filename of the EPS file of the logo entry must bear the last name of the entrant (for example: "Smith Logo 1.eps"). The CD will NOT be returned to the entrant or their school. The copy of the logo entry in EPS format must be identical to the print version of the entrant's logo entry in terms of design, dimensions, proportion, etc. The EPS file format (in which the file name ends in ".eps") is required because it is a Vector based format that generally allows better reproducibility for logo designs. Pixel based formats (such as files ending in .tif, .jpg, and .bmp) may not yield the reproducibility needed for using the logos in promotional materials, conference materials, etc., and will not suffice for this contest.

DO NOT MOUNT THE PRINTED ENTRIES.

EACH PRINTED LOGO ENTRY MUST BE ACCOMPANIED BY AN EPS FORMAT COMPUTER FILE COPY OF THE LOGO ENTRY. THE FILENAME OF THE EPS COPY OF THE LOGO ENTRY MUST BEAR THE LAST NAME OF THE ENTRANT. (FOR EXAMPLE: "Smith Logo 1.eps") THE EPS FILE OF THE LOGO ENTRY MUST BE SUBMITTED ON A CD IN THE SAME SHIPPING CONTAINER AS THE PRINTED LOGO ENTRY.

Mail entries to:

AEJMC Logo Design Competition
Ellen Mahaffy, Assistant Professor
Communication and Journalism
University of Wisconsin-Eau Claire
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Contact Information:

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ENTRIES MUST BE POSTMARKED NO LATER THAN MAY 1, 2008