

AEJMC 2011 Convention Logo Design Competition

Design a logo for the AEJMC 2011 Convention in St. Louis. Student entries are being accepted for the official convention logo, which will appear on convention and promotional materials. The winning student will receive \$100.

A logo entered in the contest should represent the diversity of AEJMC and also visually suggest "St. Louis." The logo should communicate immediately, effectively and be memorable.

A logo entered in this competition must:

1. include the following type elements: AEJMC August 2011 St. Louis
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
6. be reproducible in solid tones using one color (black). No tints, no blends, no gradations are allowed.
7. **NOT INCLUDE COPYRIGHTED ARTWORK. This means no clip-art files of the St. Louis Arch, paddleboats, a river, etc. The student must create those elements if they are used.**

For a logo entry to be eligible, entrants are required to submit their logo entry as an EPS digital file (.eps). The file name must bear the last name of the entrant (for example: SmithLogo1.eps). The EPS file format is required because it is a vector based format that provides better reproduction. The logo must be a vector graphic with the type converted to outlines.

Entries must be the work of students enrolled in classes taught by AEJMC members. Each school may enter a maximum of 10 logos per design instructor. The logos must be submitted by a faculty sponsor.

Faculty sponsors must also include a list of file names (such as: entrants.doc) with the entrants' names, addresses, and e-mail addresses, plus their own full contact information (office phone, address, etc.) Winners should be notified before May 15, 2010.

ENTRIES MUST BE EMAILED NO LATER THAN April 1, 2010.

To fall in line with other convention deadlines, this is a change from previous competitions. Please send each entry as a separate file. In other words, please, no ZIPPED or STUFFED files.... E-Mail entries to AEJMC 2011 Logo Competition Chair John Freeman at: jfreeman@jou.ufl.edu

Students unfamiliar with the Association of Education in Journalism and Mass Communication, can learn more at www.aejmc.org. Examples of the top logos submitted for the Boston 2009 convention can be found on page 6 at this site:

<http://www.aejmc.net/viscom/contents/newsletter/vpsu2008.pdf>