

AEJMC 2013 Convention Logo Design Competition

Design a logo for the AEJMC 2013 Convention in Washington, DC. 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 "Washington, DC." The logo should communicate immediately, effectively and be memorable.

A logo entered in this competition must:

1. include the following type elements: AEJMC August 2013 Washington, DC
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 clipart files of the Washington, DC monuments, landmarks, 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 both an **EPS digital file** (.eps) and as a **JPEG file** (.jpg). The JPEG version of the logo must be identical to the EPS version in terms of design, dimensions, proportion, etc.

The file names must bear the last name of the entrant (for example: SmithLogo1.eps and SmithLogo1.jpg). The EPS file format is required because it is a vector-based format that provides better reproduction. The EPS version 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, 2012.

ENTRIES MUST BE SUCCESSFULLY UPLOADED NO LATER THAN April 1, 2012.

Please upload each logo entry's EPS (.eps) and JPEG (.jpg) files to the online dropbox of AEJMC 2013 Logo Competition Chair Brian Cannon at: <https://dropbox.yousendit.com/Dr-Cannon-Projects-Dropbox>
Questions regarding the 2013 logo competition may be sent to Brian Cannon at: bcannon@hpu.edu

Students unfamiliar with the Association of Education in Journalism and Mass Communication, can learn more at <http://www.aejmc.org>.