SkillsUSA
DELAWARE

Pin Design Challenge

==2016 Theme: "**The First State**"==

Delaware Only Competition

==**DUE DATE: February 15, 2016**==

Pin Design Challenge

Design Challenge: The purpose of this challenge is to design a pin that is approximately 1 inch tall and 1 inch wide that creatively reflects the ==theme==. The design may be selected by the Delaware SkillsUSA State Advisor for the creation of pins to be worn and traded at the national SkillsUSA conference by the Delaware delegation that is attending.

Eligibility: Entries are limited to one entry per student

Contest Guidelines

1. Each complete entry must include the following elements:
    1.1. All entries must be rendered in color
    1.2. The designer may use up to three (3) colors in the artwork. These colors are "spot colors" and may not be blended or shaded
    1.3. Entries must be created in a design software package such as Illustrator, Photoshop, etc.
    1.4. The artwork should be a comprehensive design that is essentially "camera ready"
    1.5. All copyright laws must be followed in the creation of the design
    1.6. The design must include Delaware SkillsUSA (contestant may use text or the Delaware SkillsUSA logo)
    1.7. The design must include the year of the national conference
    1.8. Each entry must include a word processed (1-2 page) self-evaluation

Note: A complete entry will include the following.

A. The actual design (submitted on an *8.5" x 11"* sheet of paper)
B. The Pin Design Challenge Self Evaluation.

Helpful hint! Be certain to review the evaluation rubric. Any additional materials that are submitted will not be evaluated.

Judging: The designs for the contest will be judged and announced prior to the state contest. Late submissions will not be judged. All submitted designs will become the property of Delaware SkillsUSA and may be used in future print or electronic media.

Pin Design Challenge Entry Disclaimer: All entries for the Pin Design Challenge will become the property of Delaware SkillsUSA. Delaware SkillsUSA may use the pin design in any way necessary to facilitate and/or promote the organization. Delaware SkillsUSA has the right to select and use any of the contest entries as the national conference pin. The 1st place design may or may not be used for this purpose. Additionally, Delaware SkillsUSA may select, adjust or modify the final design prior to production at the discretion of Delaware SkillsUSA.

Pin Design Challenge Self Evaluation Sample

Student ID: _____   Level: _____

Chapter/School Number _____

Software used: Illustrator   Photoshop   Word

                        PowerPoint   PageMaker   InDesign

                        Publisher   Other _____

Use a separate sheet of paper!

This form is a mock up for how the self-evaluation should be submitted for judging.

Helpful points to consider when preparing your self-evaluation may include…

What is the inspiration for your design concept?
What was the process you used in developing the design concept?
What are the unique qualities of your design concept?
How does the design express the conference theme?
Why would other students/advisors want to wear it?

Pin Design Challenge

Student ID: _____   Level: _____

Chapter/School Number _____

Pin Design Challenge			
OFFICIAL RATING FORM		**HIGH SCHOOL**	
Self-Evaluation (30 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
Evaluators: Using minimal (1-4 points), adequate (5-8 points) or exemplary (9-10 points) performance levels as a guideline, record the scores earned for the event criteria in the column spaces to the far right. The X1 or X2 notation in the criteria column is a multiplier factor for determining the points earned. (Example: an "adequate" score of 7 for an X1 criterion = 7 points; an "adequate" score of 7 for an X2 criterion = 14 points.)			
Inspiration for graphic design (X1)	Little discussion of the inspiration for the graphic is included; illogical order of the design process is evident.	General overview of the design process is included, as is a basic description of the inspiration for the graphic.	An organized and logical overview of the entire design process, which details inspiration for the graphic design, is included.
Design process (X1)	Explanation does not fully discuss the technical development of the graphic; software packages used are not mentioned by name; frequent grammar and spellings errors are evident.	General overview of the technical development of the graphic (which mentions by name the primary software packages used in the design) is included; a few grammar and spelling errors may be evident.	Detailed and concise description of the technical development of the design (with discussion of all software packages used in the design) is included; proper grammar and spelling are evident.
Relevance (X2)	Brief and weak explanation of how the graphic design correlates to the theme is included, and/or the explanation is illogical.	The challenge is discussed in the explanation, and the correlation between the theme and the design is somewhat clear.	Explanation of relevance (i.e., how the final graphic design relates to the theme) is quite clear and complete.
			SUBTOTAL (40 points)
Design Artwork (70 points)			
CRITERIA	Minimal performance 1-4 points	Adequate performance 5-8 points	Exemplary performance 9-10 points
First impression (X1)	The design is unorganized, and/ or it is difficult to see; there is a poor choice of colors; the artwork is not suited for a pin, and/or it leaves an unfavorable impression.	The design has good points, but some details may distract from the overall quality; the design may be too large or too small for a pin.	The design is eye catching and an appropriate size for a pin; attention to detail is obvious.
Use of fonts/words in design (X1)	Fonts/words are not readable, and/or they are hard to read in the actual pin size; location or sizes are not appropriate for the design.	Fonts/words are mostly appropriate, but there is room for improvement; fewer fonts/words could have been used in the design.	Fonts/words, their size, and their location are clearly appropriate for the design in the actual pin size.
Graphic appropriateness (X1)	Graphic has little correlation to the state affiliate it is intended to relate to; design does not work well for the intended purpose.	Design generally works for its intended purpose, but it may be a little too big or too small in size; design correlates to the intended affiliate and theme	The design is a perfect size for the intended purpose; there is strong evidence for correlation of the design to the affiliate and theme

Pin Design Challenge (continued)			
Design Artwork (70 points)			
CRITERIA	Minimal performance	Adequate performance	Exemplary performance
	1-4 points	5-8 points	9-10 points
Dominance (X1)	Eyes are drawn away from what should have been the focal point by some other component of the graphic.	An attempt is made to use a graphic component that will draw attention to the design's main idea, but the result is confusing.	The design's main components draw eyes to the appropriate location and/or focal point of graphic.
Incorporation of graphic design principles (X2)	Design principles (alignment, consistency, contrast, unity, white space) are not incorporated adequately into the graphic, and/ or they are considered as an after thought.	Graphic is missing one (1) or two (2) design principles (alignment, consistency, contrast, unity, white space), but the overall layout is aesthetically pleasing.	Graphic is aesthetically pleasing and all design principles are well incorporated into the design and layout.
			SUBTOTAL (60 points)
Rules violations (a deduction of 20% of the total possible points) must be initialed by the evaluator, coordinator and manager of the event. Record the deduction in the space to the far right. Indicate the rule violated: _____			
(To arrive at TOTAL score, add any subtotals and subtract rules violation points, as necessary. Check your math twice!) **TOTAL (100 points)**			

Score _____

Judging Comments _____

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Judging Signature _____