



Pin Design Challenge

2019 Theme: **“Why I love Delaware”**

Delaware Only Competition

DUE DATE: January 11, 2019

Email any questions to

kelli.gehrke@sussexvt.k12.de.us

Updated 10/03/2018

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. All copyright laws must be followed in the creation of the design – This means no taking images from the internet and using them in your design unless you have legal rights to use the image.
 - 1.4. The design must include Delaware SkillsUSA (contestant may use text or the Delaware SkillsUSA logo)
 - 1.5. The design must include the year of the national conference
 - 1.6. The designer must write down on the back of their paper what software that the file was designed in and provide the live files if requested

Note: A complete entry will include the following.

- A. The actual design (submitted on an 8.5” x 11” sheet of paper) that is printed at 1” by 1”
- B. Submissions must be postmarked by Jan 11, 2019 and mailed to

Kelli Gehrke
% SkillsUSA Pin Design
214 Albacore Dr
Frederica, DE 19946

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

Judging: 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. Delaware SkillsUSA may select, adjust or modify the final design prior to production at the discretion of Delaware SkillsUSA.

Pin Design Challenge

Student Name and School: _____

Pin Design Challenge			
OFFICIAL RATING FORM		HIGH SCHOOL	
(20 points per section)			
CRITERIA	Minimal performance 1-8 points	Adequate performance 9-15	Exemplary performance 16-20 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

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CRITERIA	Minimal performance 1-8 points	Adequate performance 9-15 points	Exemplary performance 16-20 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 (X1)	Design principles (alignment, consistency, contrast, unity, white space) are not incorporated adequately into the graphic, and/ or	Graphic is missing one (1) or two (2) design principles (alignment, consistency, contrast, unity, white	Graphic is aesthetically pleasing and all design principles are well incorporated into the design and layout.

