



Logo Contest

Event Coordinator: Karen LaDuke: kladuke@alexandercsd.org

The Task:

Create a logo that epitomizes the essence of Tech Wars. This logo will be reproduced onto tee shirts and promotional materials, so it is important that it is not cluttered with many images, and sticks to a basic graphic grab-your-attention design.

Criteria:

Tech Wars 2019 should be clearly visible in the logo.

- **Mark MS or HS on the back of entry in addition to School # and Student name**
The logo must be drawn on 8 ½ x 11" paper and should be the size that the logo will be reproduced _____.

The logo must be in only black and white with strong contrast.
50% black and 50% white is ideal.

Clarity of a simplistic image that reflects the essence of Tech Wars is of utmost importance.

Students must work independently and no group work may be submitted.

The rubric on the following page will be used for judging purposes on the day of the event; please refer to it frequently while planning, drawing, and critiquing your logo.



Logo Contest Rubric

| | Excellent | Good | Poor | Unacceptable/ non-existent |
|----------------|--|---|---|--|
| Aesthetics | Exceptional use of the Principles and Elements of Design and has a clean, graphic and professional look. | Makes use of some of the Principles and Elements of Design, and has a fairly clean, graphic and/or professional look. | Only makes use of a some of the Principles and Elements of Design, and has a slightly sloppy, unrefined, or cluttered look. | Does not use the Principles and Elements of Design, and has a very sloppy, unrefined, and cluttered look. |
| Functionality | The logo will translate well onto a tee shirt or other promotional material without any editing, modifying or cropping. The contrast is high (near 50% black and 50% white.) | The logo will translate well onto a tee shirt or other promotional material with minimal editing, modifying or cropping. The contrast is fairly high as well. | The logo will need considerable work in order to be used on a a tee shirt or other promotional material. The contrast is low. | The logo will not work at all on a tee shirt or other promotional material. Their is no contrast except for the outlines of objects/text on white paper. |
| Subject matter | The subject matter of the logo reflects the essence of Tech Wars well. | The subject matter of the logo reflects the essence of Tech Wars fairly well. | The subject matter of the logo reflects the essence of Tech Wars well. | The subject matter of the logo reflects the essence of Tech Wars well. |