

# GRAPHIC COMMUNICATIONS WEEK 2018 POSTER DESIGN CONTEST

*Sponsored by the Graphic Communications Education Association Inc., (GCEA)*

## **CONTEST INFORMATION AND REQUIREMENTS**

### THEME

The poster must be designed for Graphic Communications Week which typically revolves around Benjamin Franklin's birthday (January 17<sup>th</sup>).

**The theme could encompass anything that symbolizes the power and importance of printed communications.**

- **ELIGIBILITY**

Students from any academic institution are eligible. **Work must be submitted through a current GCEA member**, and Instructors must obtain written permission from the student (and parent/guardian if the student is under the age of 18) to have the entry reproduced and distributed.

- **DEADLINE**

Poster entry must be received by July 1<sup>st</sup> 2017.

- **PRIZES**

\$300 for the first prize winner. Additional amounts will be awarded for second and third place prize winners. If more than one student created a winning design, the prize money will be divided among the students.

- **JUDGING**

Winning entries will be selected by the GCEA board of directors and displayed during the GCEA 2017 Annual Summer Conference.

- **OWNERSHIP**

All entries will become the property of GCEA with all rights of use granted to GCEA as a condition for accepting the entry. GCEA reserves the right to make minor revisions to accommodate production control protocols.

- **ORIGINAL WORK**

All entries must have the designer's signature verifying that the design is the entrant's original design and that no copyright violations have knowingly occurred.

- **ENTRY SUBMISSION**

All entries are to be submitted electronically and must be able to output as a CMYK image to a platesetter or digital press. Entry guidelines are given on the entry form. **Entries must be submitted by the student's instructor.** Maximum of 3 (three) entries.

**This is the first year for electronic entry submitting. If you feel that the process needs more clarification or can be simplified please email your suggestions to [hhalliday@uh.edu](mailto:hhalliday@uh.edu)**

**Thank you.**

### FOR INSTRUCTORS HOW TO SUBMIT ENTRIES

Go to the GCW Poster Design Contest page on the GCEA website to submit your student's entries



GRAPHIC  
COMMUNICATIONS  
EDUCATION  
ASSOCIATION

**ENTRY GUIDELINES:  
TOTAL POSTER SIZE  
THE FINISHED POSTER WILL BE 11"W X 17"H AS FOLLOWS:**

11"

**DESIGN AREA: 11"W X 14.25"H VERTICAL FORMAT**

COLORS: FOUR COLOR PROCESS PRINTING WILL BE UTILIZED TO REPRODUCE THE WINNING ENTRY, SO ANY COLOR MAY BE USED PROVIDING IT IS SPECIFIED AS A PROCESS COLOR BUILD

14.25"



Your poster will be printed on a Xerox J75 digital production press at the University of Houston, Sugar Land, TX and forwarded to the 2017 GCEA Annual Conference for judging.

**TEXT AREA: 11"W X 2.75"H**

THE FOLLOWING GCEA INFORMATION MUST APPEAR IN THIS AREA:

GRAPHIC COMMUNICATIONS WEEK

JANUARY 15 - 21, 2018

GCEA LOGO\*

SPONSORED BY: GRAPHIC COMMUNICATIONS EDUCATION ASSOCIATION, INC.  
DESIGNED BY: (DESIGNER'S NAME) A STUDENT OF (TEACHER'S NAME) IN THE  
(NAME OF PROGRAM) AT (NAME OF DESIGNER'S SCHOOL/COLLEGE), CITY, STATE

11"

\*GCEA LOGOS MAY BE DOWNLOADED FROM THE GCEA WEBSITE

WWW.GCEAONLINE.ORG

2.75"