

# Graphic Communications Week

2021 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> 2020.

- **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 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.

- **ENTRIES**

All entries are to be submitted electronically and must be able to output as a CMYK image to a platesetter or digital press.

Entry procedures are given in the entry form.

**Entries must be submitted by the student's instructor.** Maximum of 3 (three) entries.

### 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



BLEED

CROP MARKS

# 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

### IMPORTANT

Set your page size to 11x17" WITH 1/8" BLEED.

When you export to Pdf: In Marks and Bleeds, make sure that you check "Crop Marks" and "Use Document Bleed Settings."

**ENTRIES RECEIVED THAT DO NOT HAVE CROP MARKS AND BLEED SHOWING WILL NOT BE ENTERED INTO THE CONTEST**

14.25"



Your poster will be printed on a digital production press and forwarded to the 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 17 - 23, 2021  
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, Zip



11"

2.75"

\*GCEA logos may be downloaded from the GCEA website  
[www.gceaonline.org](http://www.gceaonline.org)