

Technology Media Fair 2009

Product Design - Digital Graphics

Definition:

Applying computer technology to create a purposeful product. A digital product should have a definite purpose such as promoting a company, product, event, or theme. Projects in this category are typically aimed at a consumer. Quality product design projects follow good design principles including composition, meaningful messages, and original or manipulated graphic components. All copyright requirements should be followed as stated in the General Contest Rules. Logos or trademarks from real companies should not be included unless written permission is obtained. Projects should be submitted in .pdf or .jpg format.

Examples include (but are not limited to) CD labels and jackets, silk screen/t-shirt designs, bumper stickers, logos, product packaging, and company or event advertisements.

Judging Criteria:

Content 20%

- Purpose of the product is apparent.
- Information is clear and appropriate.
- Evidence that the product was well-planned and produced as a result of a process.
- Major emphasis on original or manipulated graphics.
- Accurate mechanics/conventions (spelling, grammar, etc.).

Creativity & Originality 40%

- Shows notable insight or understanding of software and hardware.
- All elements (color, white space, graphics and their placement, etc.) contribute rather than detract from the presentation's overall effectiveness.
- Elements include original student work or original graphic manipulation.
- Evidence of new thought or original idea that shows initiative and/or ingenuity.

Design and Impact 30%

- The product utilizes the Elements and Principles of Art/Design to produce an effective piece.
- The entry is enhanced by attention to the elements of design – such as space, line, color, shape, texture, and type.
- The entry is enhanced by attention to the principles of design – such as unity, balance, contrast, repetition, variety, emphasis, movement, and pattern.
- The product captures the attention of the viewer or target consumer.

Explanation 10%

- Proper grammar and spelling.
- Includes reason for project.
- Includes explanation of technical details and process followed for design of the product.
- All works are properly credited.
- All sources are properly cited.

