

**RAISE Foundation Announces
The Seventh Annual College Competition**

STUDENTS WIN CASH AWARDS!



BEST DESIGN:

1ST Place \$400.00
2ND Place \$300.00
3RD Place \$200.00



BEST PRODUCTION:

	Digital	Offset
1ST Place	\$400.00	\$500.00
2ND Place	\$300.00	\$400.00
3RD Place	\$200.00	\$300.00

PROJECT'S SPECIFICATIONS & GUIDELINES

- Project:** Design and produce a jumbo postcard promoting your school's graphics communication program.
- Instructions:** Graphic Arts students will design and print a postcard to entice students to enroll in their schools graphics communication program. The postcard must include a QR code that links to the program's brochure and must be readable on mobile devices.
- Content:** The project must be original and not resemble any current material used by the school to market its graphics communication program. Your campaign materials must include your school's contact information, name of program, and any other information pertaining to the program.
- Target Audience:** Your postcard should target prospective students, including those already in the printing industry that may be looking for a way to freshen up on their skills.

Specifications: Size: 6" h x 11" w (landscape)
 Color: 4/1
 Fonts: At your discretion
 Graphics: Required
 Process: Digital or Offset

Please include a final disk file (PDF format) with your submission. Your postcard must be mounted on a display board.

Requisites:

Remember to include your name, phone number, address and college you are attending to the display board. Please also label the disk accordingly.

**Evaluation
Criteria:**

- Adherence to job specifications
- Design and Print Quality (including choice of fonts and graphics)
- Grammar
- Content Originality
- Effectiveness: are graphics/photographs and description towards the goal of having students enroll in the program?

Additional Evaluation Criteria for Production Samples:

- Registration and image fit (only if printed on an offset press)
- Color matched to color proof
- Print quality – no print defects, such as hickies or low spots in the print (offset)
- Image aligned in the center of the sheet
- Dot gain

After judging the entries, the students with the highest scores will be invited to PIASC'S Top Management Network featuring the Academic Challenge on **Wednesday, May 30, 2012** at Tamayo Restaurant to receive their award in front of teachers, peers and industry members.

**REMEMBER...YOUR ENTRY MUST BE AT PIASC ON
THURSDAY, APRIL 26, 2012 BY 5:00 P.M.**

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If you have any questions, please contact Ara Izquierdo or Rose Dorado at (323) 728-9500, ext. 216 or 231. Thank you.