

**ANNOUNCING**

Technical & Academic Competition for  
High School Students  
Round 1 – Technical Project  
Design and Production of Postcards

**Deadline: Thursday, February 9, 2012**

PROJECT'S SPECIFICATIONS & GUIDELINES:  
**FIRST of Three Rounds**

- Project:** Jumbo Postcard for Direct Mail
- Instructions:** This project will require students to design and print a jumbo postcard with an image and information about the effectiveness of direct mail. The postcard will have to demonstrate why print is effective and why it works. Students can find information on this subject at [www.chooseprint.org](http://www.chooseprint.org). Judges will be very strict about the postcards so please abide by the specs that are provided.
- Postcard Content:** The postcard must include a space for a stamp and return and mailing address. It must also include images relevant to your message of **why print works**. You can view examples of postcards by visiting [www.chooseprint.org](http://www.chooseprint.org) and clicking on the link [Get Involved](#). Your postcard must be original; therefore, you cannot use any of the images used for the postcards on the above reference web page.
- Target Audience:** The postcard should be educational by providing the reader with factual information about the effectiveness of print; therefore, reference must be made to additional reputable resources such as *Print in the Mix* (<http://printinthemix.rit.edu>), which brings together valuable information and research from a wide-range of credible sources on the role and effectiveness of print in the marketing media mix.
- Postcard Specs:**
- |               |  |
|---------------|--|
| Print Method: | Digital or Offset  |
| Size:         | 6" x 11  |
| Paper:        | 110# cover stock   |
| Ink Colors:   | 4/4 full bleed   |
| Fonts:        | At your discretion   |
| Graphics:     | Yes. The graphics should pertain to the message.   |
| In Addition:  | Include a story board, preferably in a binder, detailing the steps that were taken, from design to production. Include photos. |
- Deadline:** Your technical project must be submitted to the PIASC office by Thursday, **February 9, 2012**
- Evaluation Criteria:**
- \_\_\_ Effectiveness of Message/Design
  - \_\_\_ Content originality (proper use of grammar and punctuation is very important)
  - \_\_\_ Quality of typography (choice of fonts is important)
  - \_\_\_ Adherence to project specification
  - \_\_\_ Does it convey excellence in graphic arts?
  - \_\_\_ Does the postcard, image, and message grab your attention?
  - \_\_\_ Source

**REMEMBER...YOUR ENTRY MUST BE AT PIASC ON THURSDAY, FEBRUARY 9, 2012 BY 5:00 P.M.**

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