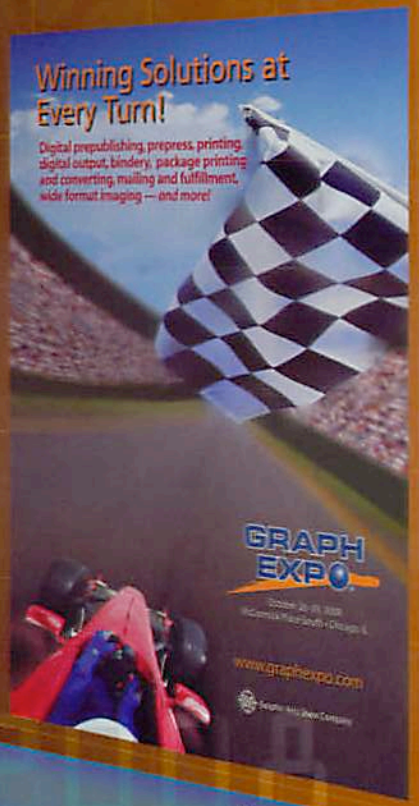
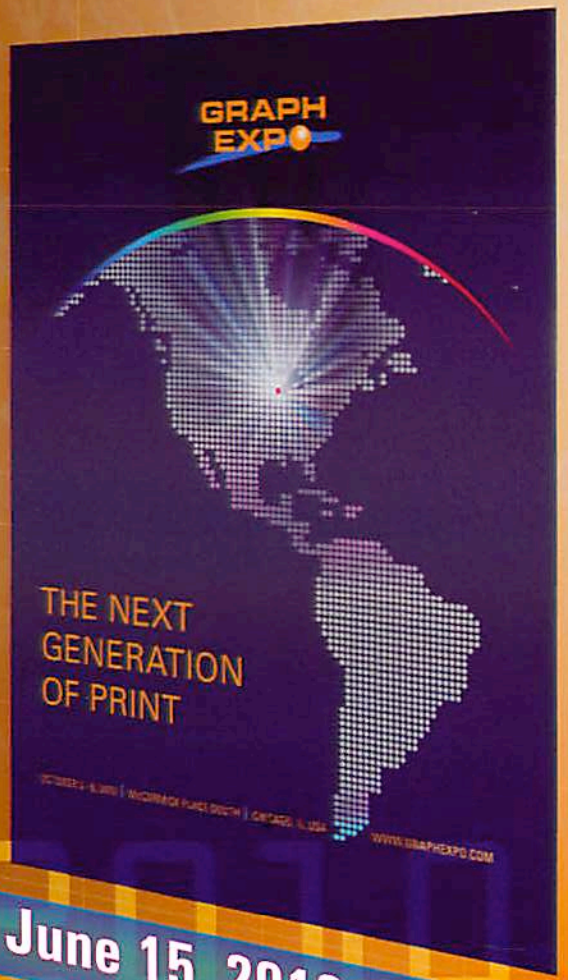
2010 NATIONAL STUDENT DESIGN COMPETITION





GRAPH EXPO

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CREATE
2011 Theme

DESIGN
Artwork

PRODUCE
Marketing Piece

PRIZES:

1st Place Award: $2,000
Plus a two-day all-inclusive paid trip for the student and instructor to attend GRAPH EXPO 2010 in Chicago, IL

2nd Place Award: $1,500

3rd Place Award: $1,000

GAERF

Entry deadline: **June 15, 2010.** For complete details, visit: **www.gaerf.org**

GAERF

GRAPHIC ARTS EDUCATION AND RESEARCH FOUNDATION

TO: Albert Tucker, Instructor
Center for Arts & Technology, Pickering

FROM: Eileen Cassidy, Director
Graphic Arts Education and Research Foundation (GAERF)

DATE: January 20, 2010

SUBJECT: Introducing the… **GAERF 2010 Student Design Competition**

ENTER TO WIN…
The Graphic Arts Education and Research Foundation (GAERF) has a NEW challenge for your students this year…

TAKE THE CHALLENGE…
Your students are invited to create marketing materials designed to promote GRAPH EXPO 2011—the largest and most comprehensive trade show and conference for the graphic communications industry in the Americas!

The GAERF 2010 Student Design Competition invites your students to be creative by taking their original design from concept to finished product as they:

- Create a theme for GRAPH EXPO 2011
- Design artwork to support the theme, incorporating the GRAPH EXPO logo, show dates and location, and
- Produce a product that incorporates the theme and logo (i.e., advertisement, website page, postcard, etc.).

The GAERF 2010 Student Design Competition is open to all students attending recognized secondary or post-secondary institutions in the continental United States who are studying in a graphic communications/printing, advertising, graphic design or interactive media program.

CONGRATULATIONS!
GAERF 2009
DESIGN COMPETITION WINNERS!

Secondary level:

- **1st Place:** Ryan Lelek from Lake Central High School, St. John, IN *(Instructor: Jereme Rainwater);*
- **2nd Place:** Bethany Lopes from Newport Area Career Center, Newport, RI *(Instructor: Jill Arakawa);* and,
- **3rd Place:** Nathan Shaeff from Royal Oak High School, Royal Oak, MI *(Instructor: Frank Przybylo).*

Post-secondary level:

- **1st Place:** Melissa Andrews from Waukesha County Technical College, Pewaukee, WI *(Instructor: Terry Rydberg);*
- **2nd Place:** Heidi Boucher and Stephanie Shearon from Autry Technology Center, Enid, OK *(Instructor: Cheryl Licklider);* and,
- **3rd Place:** Jordi Camps and Iris Garcia from Modesto Junior College, Modesto, CA *(Instructor: Alan Layne).*

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Internet: http://www.gaerf.org

YOU NEED TO KNOW...
Instructors may submit **up to three entries.**
All entries must be:

- Completed during the 2009-2010 school year.
- Original work of the student and contain no copyrighted materials or photos.
- Submitted by the instructor with all files necessary for reproduction.
- Received by the deadline: **June 15, 2010.**

All entries become the property of the Graphic Arts Education and Research Foundation, and may be reproduced and distributed. Entries will not be returned.

HOW TO ENTER...
Complete the enclosed **GAERF 2010 Student Design Competition** entry form. Download additional copies of the entry form at: www.gaerf.org.

JUDGING & PRIZES...
Entries selected by GAERF will be judged by the Graphic Arts Show Company, the producer of GRAPH EXPO 2011.

1st Place Awards: $2,000 *plus* a two-day all-inclusive paid trip for the student and instructor to attend GRAPH EXPO 2010 in Chicago, IL.
(one secondary winner; one post-secondary winner)

2nd Place Awards: $1,500
(one secondary winner; one post-secondary winner)

3rd Place Awards: $1,000
(one secondary winner; one post-secondary winner)

TAKE A BOW!
1st place winners will receive their awards at GRAPH EXPO 2010 during **Career Awareness Day, October 6, 2010.** All other winners will receive their awards via USPS delivery by October 29, 2010.

GETTING STARTED...
Distribute the enclosed GAERF 2010 Student Design Competition flyers to interested students. Download additional copies at: www.gaerf.org.

QUESTIONS?
I look forward to responding to any questions you may have via e-mail: **ecassidy@npes.org** or phone: **703/264-7200.**

Enclosures: Entry Form, 10 Student Handout Flyers

COMPETITOR INFORMATION

What is a trade show?
A trade show is an exhibition of vendors in a specific industry in which they showcase and demonstrate their latest products and services.

How do trade shows attract attendees?
Trade shows attract attendees by promoting the show via a variety of methods and media—with printed materials, online marketing techniques and social networking tools—crafted around a theme. A trade show theme is an essential element of the show's marketing campaign that ties the various marketing pieces together.

What is a trade show theme?
A trade show theme is a unique message that attendees will identify with the show, and around which all of the event's communications are crafted.

What is the GRAPH EXPO logo?

A logo is a graphic symbol used by companies and organizations to promote instant public recognition. A trade show logo is used to identify all marketing materials to promote the event.

What is GRAPH EXPO 2011?
GRAPH EXPO 2011, the year's largest and most comprehensive commercial printing, publishing, mailing and transactional exposition for the graphic communications industry in the Americas will be held in Chicago, IL from September 11-14, 2011.

Where can we learn more about GRAPH EXPO?
Visit **www.graphexpo.com** to learn about this year's show—GRAPH EXPO 2010. Here you will see how the show's theme, logo and design are incorporated for a coordinated visual campaign.