

PTA Council 2017 Founders Day: Event Graphic Design Project

What is Founders Day?

Founders Day is a reminder of the substantial role that PTA plays locally, regionally, and nationally in supporting parent involvement and working on behalf of all children and families. The 2017 Founders Day event will be Thursday, February 23rd, 2017 – 6-9pm @ RHS Mall.

How do we celebrate in Rochester Community Schools?

This is a huge district-wide event to celebrate the wonderful volunteers in our Rochester Community Schools! The PTA Council Founders Day Committee, along with representation from all 20 schools, hosts a Founders Day Celebration with basket raffle (proceeds from the basket raffle fund the four \$500 Scholarships awarded each year, by PTA, to one senior from each of the four RCS High Schools).

Project Design Brief:

The 2017 Founders Day Committee would like to invite students in the RCS district art program to gain real world graphic design experience and participate in developing this year's Founders Day event logo and supporting graphic pieces.

The 2017 Founders Day theme is: *Volunteers Build Our Foundation.*

Theme Colors: *Construction Yellow, Black, Street Sign Green*

Theme Supporting items: *Construction Barrels, Traffic Cones, Hard Hats, Construction Vest, Building/Construction Materials*

This theme is to be used to develop the event logo, which will then be used on the supporting pieces for Founders Day. The PTA Logo must also be incorporated into the logo artwork. This includes: event invitation, ticket order form, event ticket, program, honoree certificates, and event decoration/ signage. These items are due on specific dates and outlined below in the phases of this project. When the project is complete the student(s) will have several graphic design pieces for their portfolio and a \$50 Art Supplies gift card. The gift card will be split between a student team, if necessary.

Phase 1: Design the event logo.

Student(s) submit an **original artwork**, event logo concept based on this year's theme, individually or as a team. The logo can be full color however it must be re-produceable in b&w. Former Founders Day event graphics (provided in pdf form to the high school art teachers) may be reviewed for examples of what was done in the past. All artwork must be no larger than 8-1/2"x11" and in a digital PDF and/or jpeg format for submission. Student(s) may submit more than one logo concept. **DEADLINE for ELECTRONIC SUBMISSION: Wednesday, December 14th, 2016 to Samantha Phillips, samantha99@comcast.net**

Phase 2: Event logo selected.

An event logo is selected by the Founders Day Co-Chairs that best visually represents this year's theme. **The Founders Day Co-Chairs will let the student(s) respective art teacher notify the winner(s).** At that time the student(s) will meet with Samantha Phillips, Founders Day committee liaison, to review the other project items to be completed.

Phase 3: Develop supporting program graphics.

Student(s) apply the logo to supporting pieces for the event, in the following order, to include:

- **Event invitation and ticket order form:**

Due Monday, January 9th, 2017 for review and approval to Founders Day Co-Chairs. (Sent electronically to samantha99@comcast.net)

Provide final pdf and jpeg files of the event logo, invitation and ticket order form after final design approval. **All edits and final to be completed by Friday, January 13th, 2017**

- **Event Ticket:**

Due Monday, January 15th, 2017 for review and approval to Founders Day Co-Chairs. The event tickets will be printed in b&w. Provide final pdf and jpeg files the event ticket after final design approval.

- **Event Program Cover Graphics:**

Monday, January 22th, 2017 for review and approval to Founders Day Co-Chairs. (Sent electronically to samantha99@comcast.net)

Provide final pdf and jpeg files of the event logo, invitation and ticket order form after final design approval.

- **Honoree Certificates:**

Monday, February 6th, 2017 design & layout due for review and approval to Founders Day Co-chairs. (Sent electronically to samantha99@comcast.net)

Tips and suggestions....

1. Reflect the Founders Day theme: "Volunteers Build Our Foundation."

2. Fit within 8-1/2" x 11" dimensions

3. Include the PTA logo

4. Utilize the theme colors

5. **Originality: The design must be your own original, unpublished work and must not include any third-party trademarks, service marks, or logos, nor can it include any third-party copyrighted material for which you do not have permission to use as part of your design. By entering the competition, you represent and warrant that your submission is your own work and that it does not infringe on the rights of any third-party.**

6. **Clip-art:** Royalty-Free Commercial clip-art may be used in your design provided that it is in a vector format and the use is consistent with any terms and conditions associated with the clip art. You must specify all clip-art sources when you submit your design.

REMEMBER: The DEADLINE for the logo ELECTRONIC SUBMISSION is Wednesday, December 14th, 2016 to Founders Day Committee Member, Samantha Phillips (samantha99@comcast.net)