

# 2014-2015 Georgia FBLA Chapter Banner Design Contest

## Guidelines

Chapters are encouraged to design and create a banner to promote their chapter for this exciting contest. This contest will take place this year in conjunction with the Georgia FBLA Fall Motivational Rally and FBLA Day at the Georgia National Fair. Chapters not participating in the Fall Motivational Rally are not eligible to participate.

Each chapter may enter one (1) entry consisting of a durable chapter banner, based on an individual, team, or chapter design. The banner must be created and prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the guidelines of the contest are followed and developed in an appropriate style. The banners must be digitally designed. Banners created with markers or paint are not acceptable. Nothing may be attached to (with the exception of vinyl), stitched to, or written on the front of the banner. Banners may not have been entered in a previous year's Georgia FBLA contest.

All pictures or images used on the banner should be the property of the local chapter. With the exception of the state or national FBLA flag logos, chapters must have and submit expressed written permission to use any other images which are not owned by the school or chapter. So that the banner may be used in multiple years, chapters should avoid using the Leaders by Design or any other Georgia FBLA theme logos.

*All banners must be submitted so that they are RECEIVED in the Georgia FBLA headquarters (3316-A South Cobb Drive, Suite 229, Smyrna, GA 30080) no later than Friday, September 26. Banners not received by this deadline will not be judged. If you plan to drop off your banner in Smyrna rather than shipping it, you must do so no later than Friday, September 26. Judging will occur prior to the Fair, with winners announced at the Fall Leadership Conference. The banners will be displayed throughout the Arena during the Rally. Chapters may not take their banners prior to 2:00 pm on Thursday, October 9.*

*NEW THIS YEAR: We can print the banners for you at a cost of \$3.60 per square foot (2.5 cents per square inch). Banners can be printed either 24" or 44" tall. Banners must be submitted in a camera-ready format as an image file. Do NOT submit as a Word, PowerPoint, or Publisher file. **Banners should be submitted in vector format, rather than raster format.** Preferred file formats are SVG, EPS, or AI (save as an Illustrator CS5) file. **All fonts and images should be embedded.** If you cannot send as a vector format, you should send it with all images and text with a resolution at least 300 dpi. You must design the banner so that it has a height of either 24" or 44" and a width no longer than 60". We will not resize, touch up, or design the banner for you. Banners will be printed on a polypropylene vinyl medium. You will receive an invoice within 48 hours of submission. This invoice must be paid by October 9.*

## Copyright Guidelines

All entries must be the original work of the entrant. If copyrighted material is used, separate written permission must

be included. Failure to follow this procedure results in disqualification. Only photographs owned by the chapter may be used on the banner. The use of stock photos or public domain photos are not permitted.

## Required Elements of the Banner:

- *Must be a durable banner made out of materials such as fabric, mesh, or vinyl.*
- *Banners must be digitally designed. Nothing may be written on, painted on, sewn on, or attached (with the exception of cutouts)*
- *Banners may not be larger than 44" tall or 60" wide. Banners larger than either of these dimensions will not be judged or displayed.*
- *Banners must include metal grommets (for hanging) along the top and bottom of the banner. If the banner is wider than 36", it should include additional grommets along the top and bottom.*
- *The banners must be rectangular in shape. No items may extend past the edges of the banner.*
- *The Georgia FBLA Flag Logo or the National FBLA Flag Logo (available on the Intranet) must appear on the banner. The use of the Leaders by Design logo or any other Georgia FBLA theme logos should be avoided.*
- *The school name should be displayed predominantly on the banner.*
- *On the back of the banner (upper left hand corner of the backside), you must write the chapter's name, school address, and region. This may also be written on a sheet of paper and stapled to the back of the banner.*

Banners will be judged based on usability and design showing creativity and cohesiveness of design; appropriate selection of fonts and type sizes; overall layout and design being creative and appealing, and overall effort. See the rating sheet for more specifics.

## Submission Guidelines

*A copyright statement affirming that all graphics, pictures, music are property of the chapter, royalty free, or public domain. Written permission must be included for all items that do not meet these rules of ownership and usage. This must be printed out and included in the packaging for the banner.*

*This event requires that the entry be pre-submitted instead of submitting on the day of the Rally. If you are going to print your banner yourself, all entries must be RECEIVED in Georgia FBLA headquarters no later than **September 26**. Ship to: Georgia FBLA, 3316-A South Cobb Drive, Suite #229, Smyrna, GA 30080. Entries will not be accepted after this date. The entries will be returned to the chapters beginning at 2:00 pm on Thursday, October 9. Chapters that do not leave their banners displayed until 2:00 pm will be disqualified.*

If you wish for Georgia FBLA to print your banner for you, you must upload your banner design no later than **5:00 pm on Tuesday, September 23**. Upload banner design to <https://georgiafbla.wufoo.com/forms/2014-banner-upload/>.

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## Judging and Prizes

Banners will be judged by a panel of judges based on the criteria listed on the rating sheet. All decisions of the judges are final. This will determine the top 5 finalists in each division. Once the finalists are determined, the finalist entries will be posted to Facebook for our members, advisers, and supporters to vote on. The final scores will consist of 75% prejudged score and 25% Facebook vote. Entries will be returned at the Fall Motivational Rally beginning at 2:00 pm. Results will be announced at the Fall Leadership Conference.

Prizes will be awarded to the top three entries in the high school division and the top two entries in the middle level division. All prizes will be awarded to the local chapter at the Fall Leadership Conference.

### FBLA Chapters

- 1<sup>st</sup> Place: \$100 in Georgia FBLA Bucks
- 2<sup>nd</sup> Place: \$50 in Georgia FBLA Bucks
- 3<sup>rd</sup> Place: \$25 in Georgia FBLA Bucks

### FBLA-ML Chapters

- 1<sup>st</sup> Place: \$50 in Georgia FBLA Bucks
- 2<sup>nd</sup> Place: \$25 in Georgia FBLA Bucks

School: \_\_\_\_\_ Region: \_\_\_\_\_

Chapter Banner Design Contest Rating Sheet	Possible Points	Points Earned
<b>Follows Directions</b>		
	20	
<b>Usability of Banner</b>		
<i>Banner is easily readable from a distance and can be used to promote the local chapter at a variety of events and purposes. Banner effectively promotes FBLA as well as the local chapter</i>	30	
<b>Design and Technical Features of Banner</b>		
<i>Appropriate font selection (i.e., size, font type, mix, leading) Effective text treatment if applicable Effective application of graphics and pictures Design is creative, useful, and appealing</i>	40	
<b>Overall Effort</b>		
<i>Comprehensive approach to the project Effective use of technology for the task Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea</i>	10	
<b>Final Score</b>		
	100 max	

Judge's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's Comments: