LOGO DESIGN CONTEST

50 YEARS
OF CE+D

50

Deadline: March 11, 2019
ced.uga.edu/50logocontest

College of
Environment + Design
UNIVERSITY OF GEORGIA

$500 FIRST PRIZE
$250 SECOND PRIZE
$100 2 THIRD PRIZES

Brought to you by the Talking Heads & their hatty friends.

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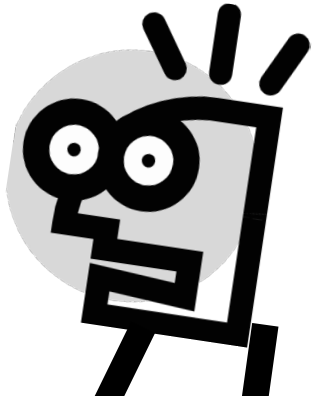

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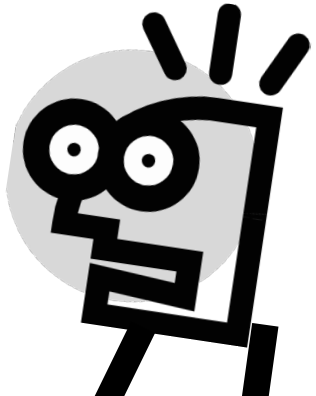
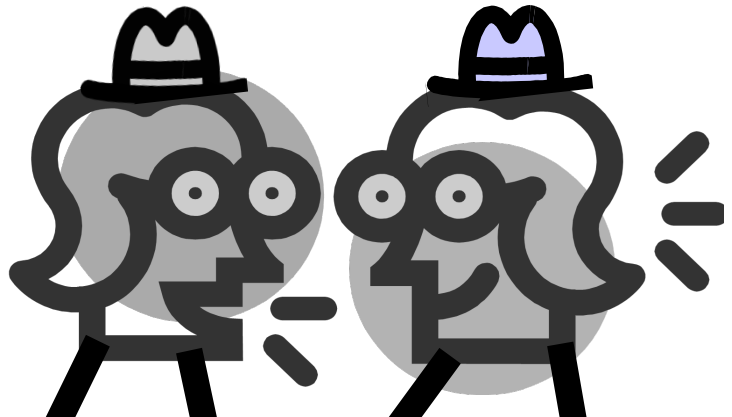
Heh heh! I'm pulling my solution out of a hat!



I want to win this contest, but where do I begin?



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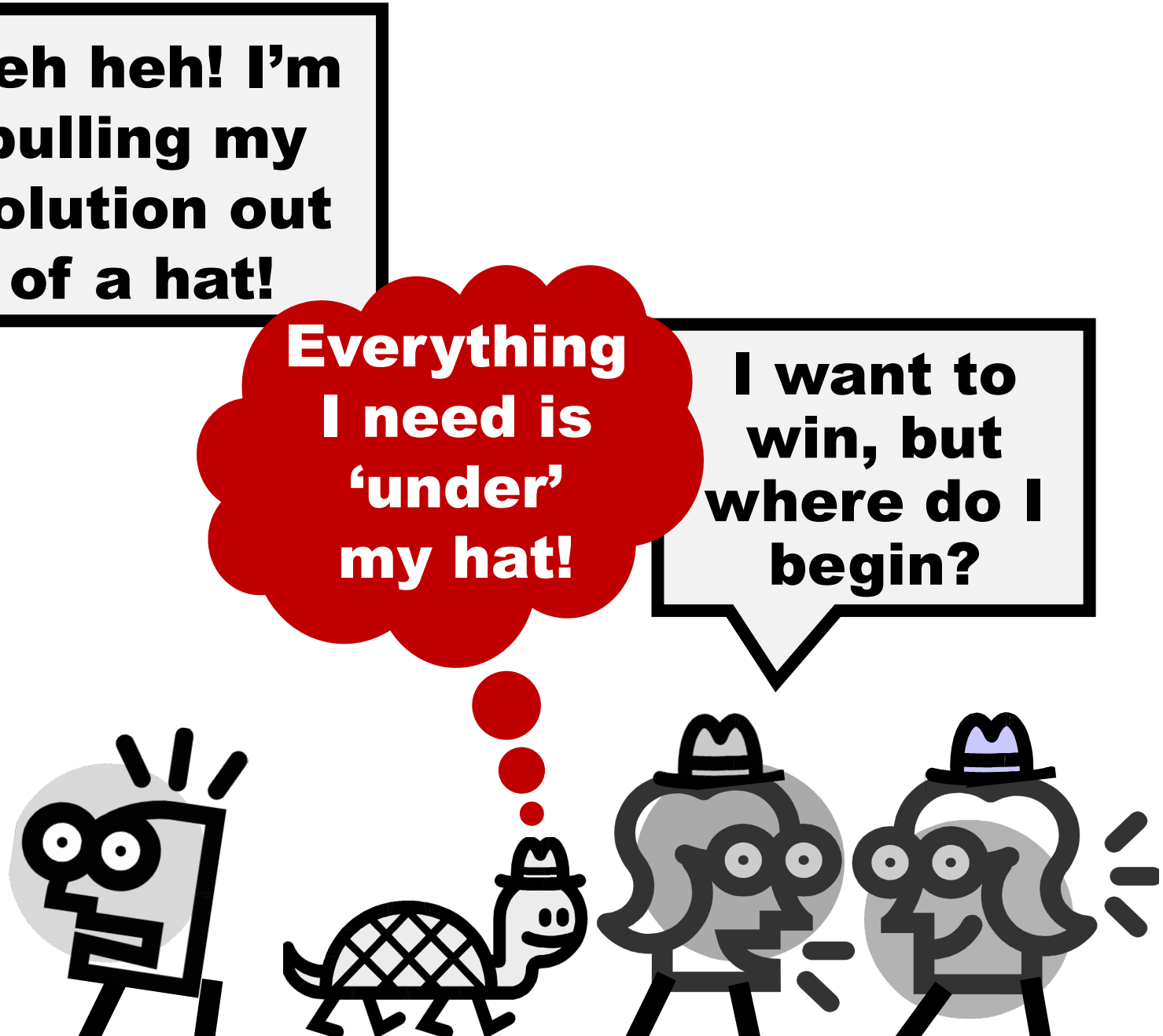

Brought to you by the Talking Heads & their hatty friends.

Get ready…

1. Read + understand the rules of the contest.

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About the 50th Anniversary Logomark Design Contest

In the 2019-2020 academic year, the University of Georgia's College of Environment + Design (CE+D) will celebrate 50 years of educating professionals dedicated to the betterment of our built environments, especially landscape architects, environmental planners, and preservationists.

You can be part of the celebration by generating design ideas for a "logomark" for the year-long celebration. The logomark is a graphic symbol or icon that will be used at all events and in all official 50-year celebration communications. The logomark should be legible at a variety of sizes, for signage, posters, t-shirts, letterhead, etc. Aside from that, the creativity is up to you!

Information about the contest, including answers to submitted questions and any additional information, will be posted at www.ced.uga.edu/50logocontest. Please check this site often for updates. Submit questions by emailing tom@uga.edu.

Get ready…

Official Rules

The purpose of the contest is to design a logomark to commemorate the College of Environment + Design's 50th Anniversary (1969-2019; the School of Environmental Design was established in 1969). The logomark will be used in all media – including online, print, on merchandise and other visual material. Following are the official contest rules:

- All work must be original.

- To be eligible, each entrant must be a currently registered undergraduate or graduate student (individuals or teams) of the University of Georgia College of Environment + Design. In the spirit of collaboration, teams may include currently registered undergraduate or graduate students of the University of Georgia outside of the CE+D, with at least one CE+D student.

Official Rules continued: *Get ready…*

- The following must be included in the logomark:
  - A denotation of 50 years
  - College of Environment + Design (or CE+D, or CED, upper or lowercase acceptable)
- Entrants may submit multiple entries (a separate Entry Form must accompany each submission).
- All proposed work must be the original work of the entrant(s) and must not include, be based on or derived from any pre-existing designs, trademarks or copyrighted images.
- All entries will become the property of CE+D for use and/or modification in its promotional materials. CE+D reserves the right to modify the winning logomark to better fit its needs and can create a final logomark if no submitted logomarks are selected. By submitting an entry for evaluation by CE+D and in consideration for the opportunity for an entry to be selected as a winning entry, entrant assign their rights in such entry, including copyright, to CE+D for the life of such rights.
- The decisions of the Committee will be final.

Get ready…

Technical Requirements

- Artwork can be produced by any means you like, but the final submission must be an electronic file format. Submissions must be emailed not to exceed 15 MB in size, formatted to print on letter size (8.5”x11”) paper.
- Acceptable file format: EPS, AI, PDF.
- If you are chosen as a winner, you MUST submit the original artwork.

Selection Criteria

- Entries will be judged on **relevance**, **originality, adaptability, simplicity,** and **aesthetic quality.**
- Selection will be made by a jury to include CE+D faculty and staff that are members of the 50th Anniversary Branding committee.

Get ready…

Selection Criteria

Entries will be judged on whether they are:

- **Relevant**–relates to the matter at hand.
- **Original**–new; completely different from anything else yet created or designed.
- **Adaptable**—can be used in many different ways; versatile.
- **Simple**—simplicity is a principle of design; economical; essential qualities that cannot be eliminated to keep the same design intent.
- **Of high aesthetic quality**—a fabulous design; captivating; delightful; so well realized that the design will last beyond the anniversary year.

.

Get ready…

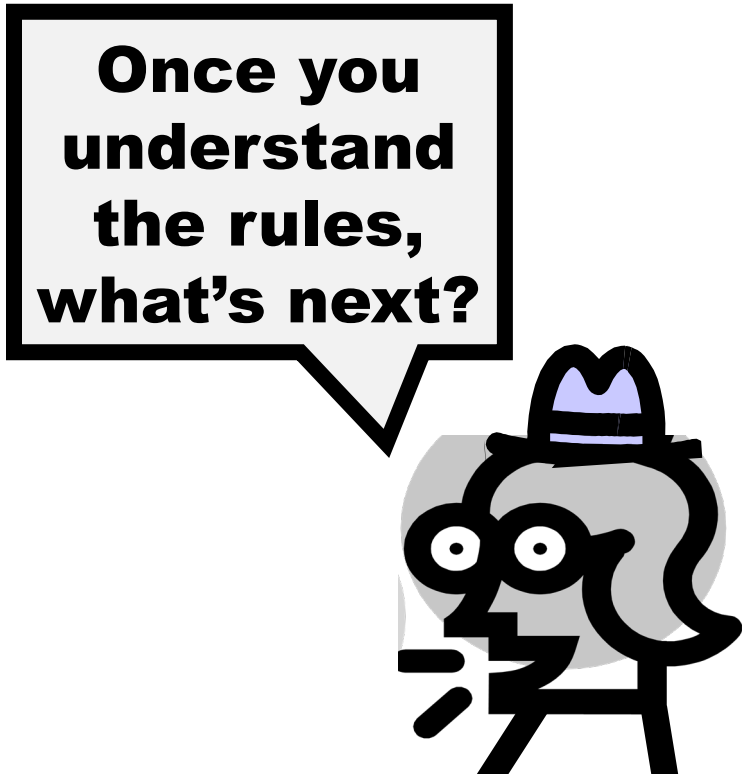
How to Enter

1. **Complete the Official Entry Form on the next page.**
2. Submit your completed Entry Form and mark design(s) by **March 11, 2019 – 8:00 p.m.**.
3. Submit entry form and design to: tom@uga.edu.

Winners will be notified by **April 11, 2019**.

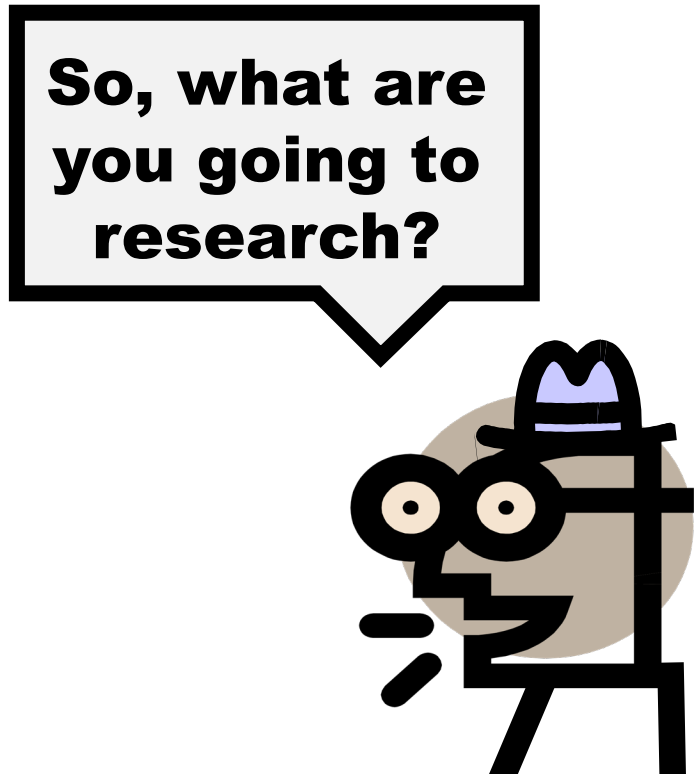
Prize

First prize is $500, second is $250, and there will be two honorable mentions awarded $100 each. If the winning design is produced by a team of students, CE+D will award one prize of $500 (divided equally among the team). The Committee reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.



Get set…

2. Do your research!



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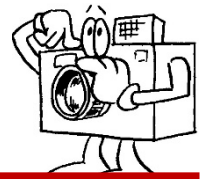


Precedent research

Iconic imagery for CE+D

Get set…

Precedent research!

SCHOOL OF
ARCHITECTURE,
PLANNING & PRESERVATION

1967–2017 50 YEARS

1967–2017 50 YEARS

There are already a few precedents on our contest website:

https://ced.uga/50logocontest/

Get set…

Precedent research!

See if you can figure out the design concept operating for Harvard's logomark.

GSD
075

Spend a few minutes analyzing and critiquing these precedents.

GSD | RE CONNECT | HARVARD UNIVERSITY

Precedent research!

Get set…

SCHOOL OF
ARCHITECTURE,
PLANNING & PRESERVATION

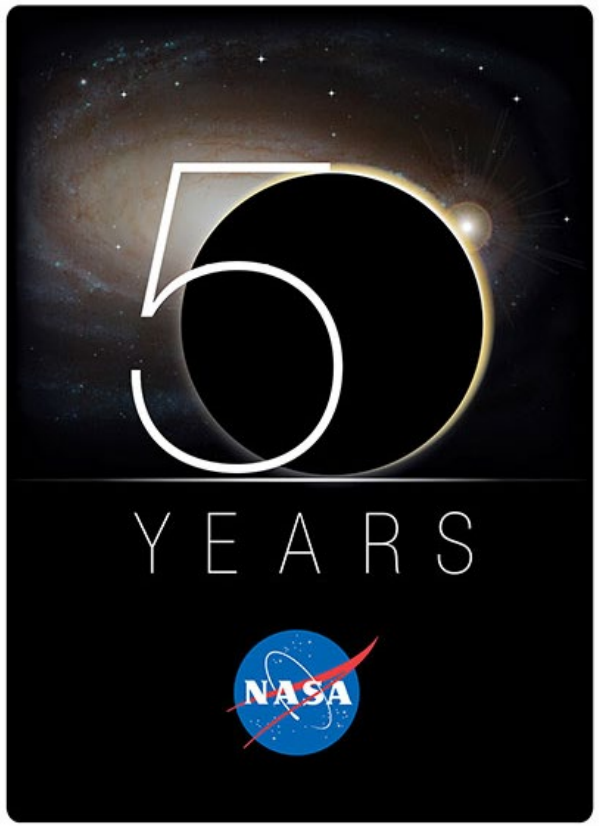
1967–2017
50
YEARS

1967–2017
50
YEARS

Now compare & contrast this logomark with the previous one from Harvard.

Get set…

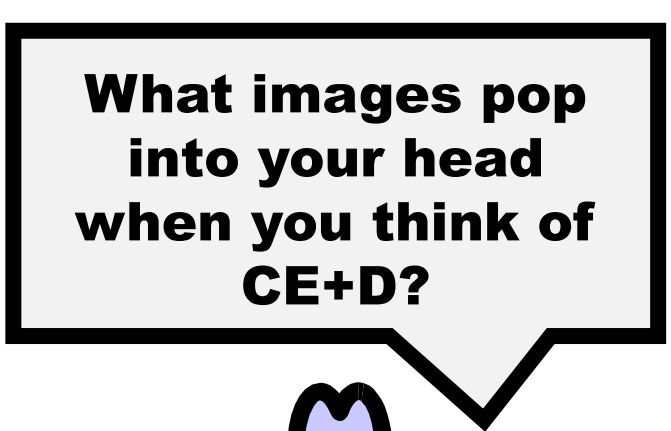
Precedent research!

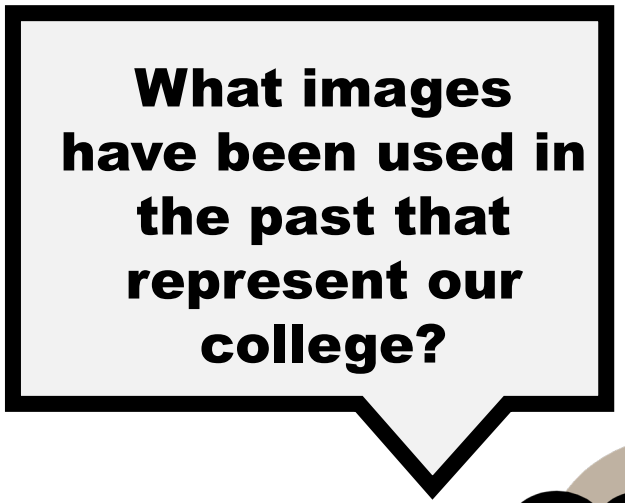


Search issu.com for more precedents.

Get set…

Iconic imagery of CE+D?





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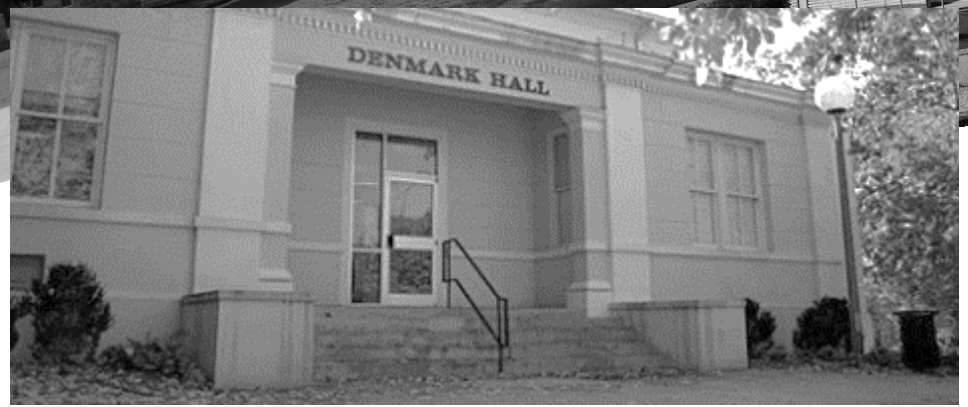
Iconic imagery of CE+D



What are the exclusive places we reside?

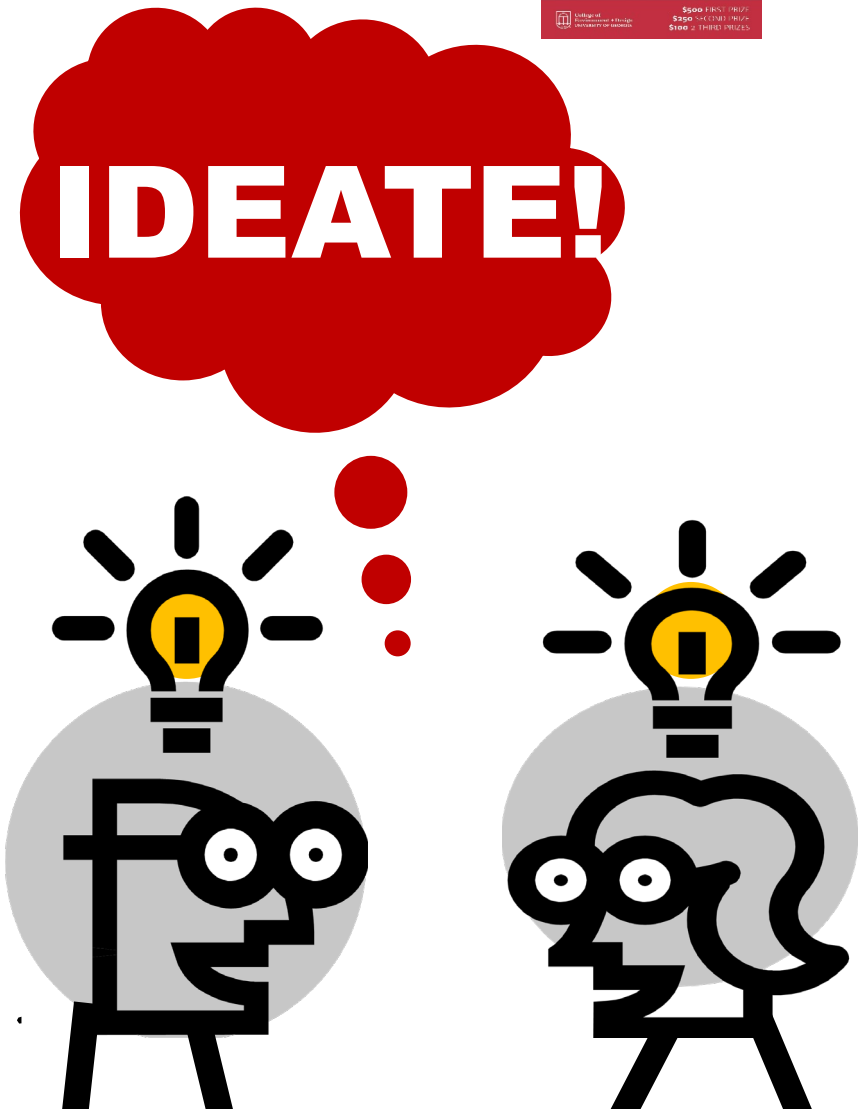
Go! Go! Go!…

Get all the “standard responses” that have popped up in your brain down on sticky notes; pin them up somewhere as last resort ideas; then get working on the next 50 better ideas.

Go! Go! Go!…

Creative thinking skills:

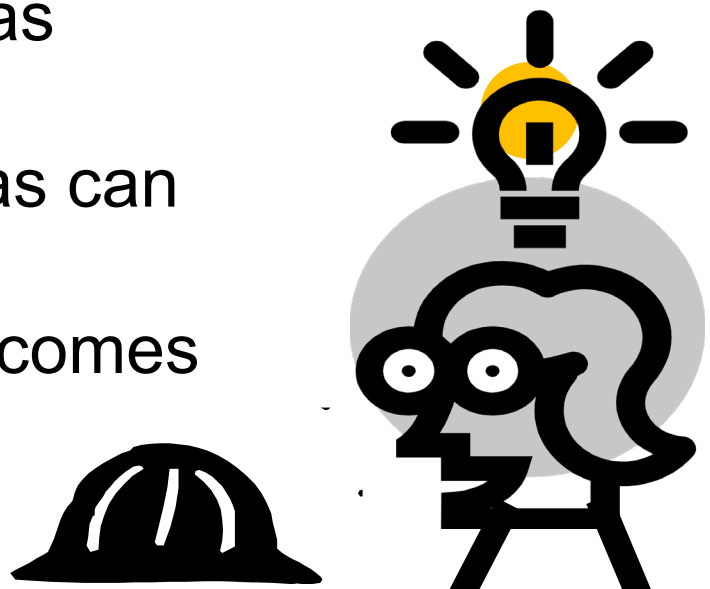
- Be ‘**fluent**’ – come up with lots of ideas;
- Be ‘**flexible**’ – generate ideas that are different from each other;
- Be ‘**original**’ – come up with ideas that you haven’t seen before;
- ‘**Resist**’ closing down your creative thinking process too early.



Go! Go! Go!…

Whether you are working collaboratively or individually you should:

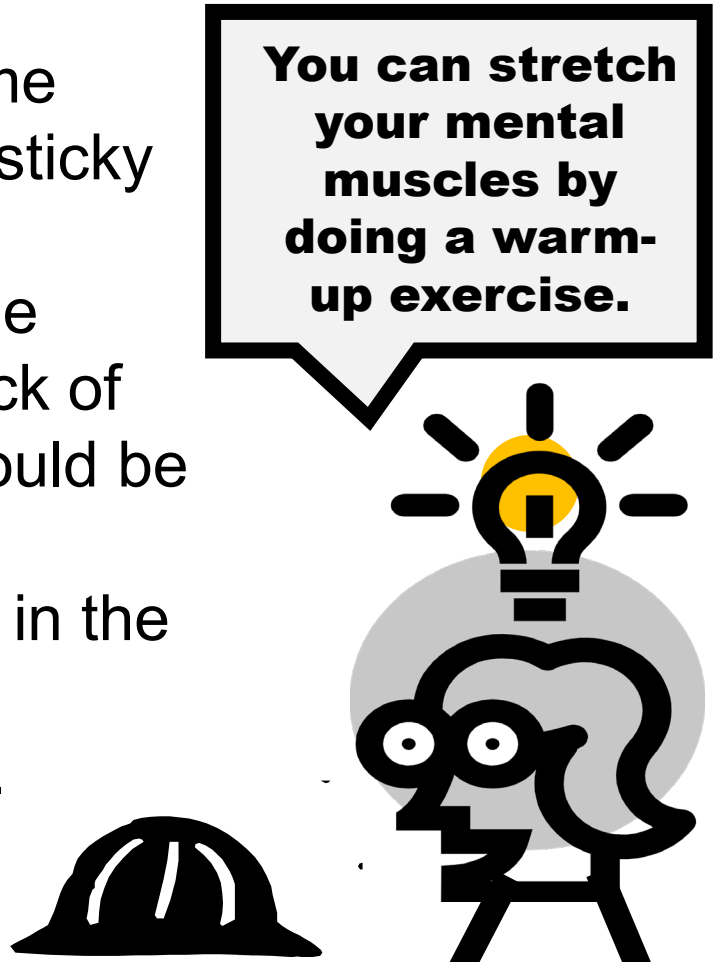
- use proper brainstorming techniques
  - **Get comfortable.**
  - **Go for quantity.** Go for lots of different ideas (flexibility) not iterations on the same idea.
  - **The wilder the better.** The off-the-wall ideas can often be the germ of the ‘winner.’
  - **Defer judgement.** Evaluation/prioritization comes after you have exhausted all possibilities.



Go! Go! Go!…

If you are working collaboratively:

- **Alone time:** Everyone in the group should spend time alone coming up with ideas – write each down on a sticky note.
- **Set up a brainstormer:** Get everyone around a table facing each other, big marker in one hand and a stack of sticky notes (one idea per note) in the other, you should be around a large sheet of easel pad paper.
- **Take turns** presenting one idea each. Put your idea in the middle of the easel paper.
- **Build and jump/piggyback** on one another's ideas.
- **Number your ideas** to motivate participants

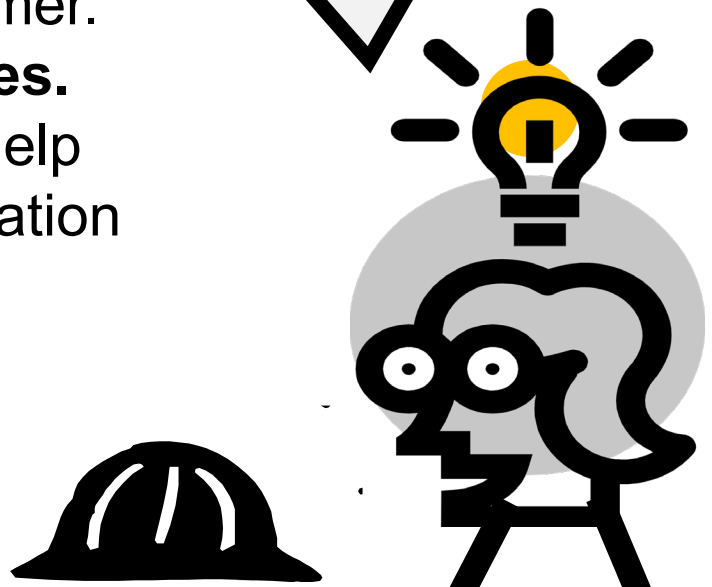


Go! Go! Go!…

Once all the ideas are on the table, then look for potential:

1. **Discuss + group ideas.** Get a feeling for which ones have potential for further development. At this point everyone may want to take those ideas and do further individual research and come back to the table later in the week and do another brainstormer.
2. **Make sure you are working with all the possible variables.**
3. When you are ready, **create a large prioritization grid** to help look for "potential." Consider doing several levels of prioritization at different times during the design process.
   - ✓ One axis for "potential" one for "originality."
   - ✓ Later as the ideas develop, you might use the selection criteria & do several versions to compare.

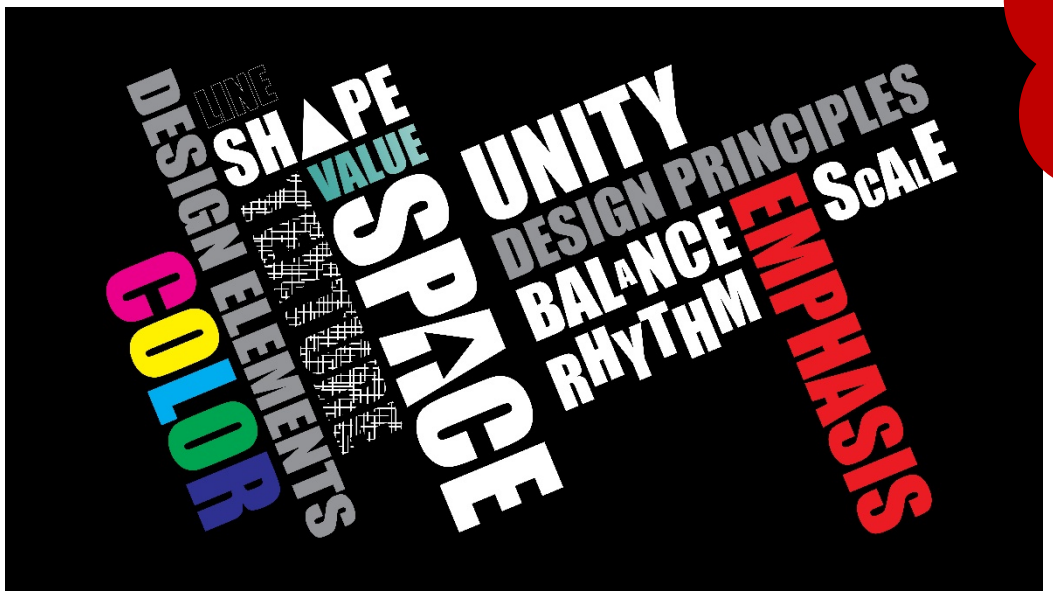
For this contest, individuals and collaborations will want to do multiple brainstormers.



Go! Go! Go!…

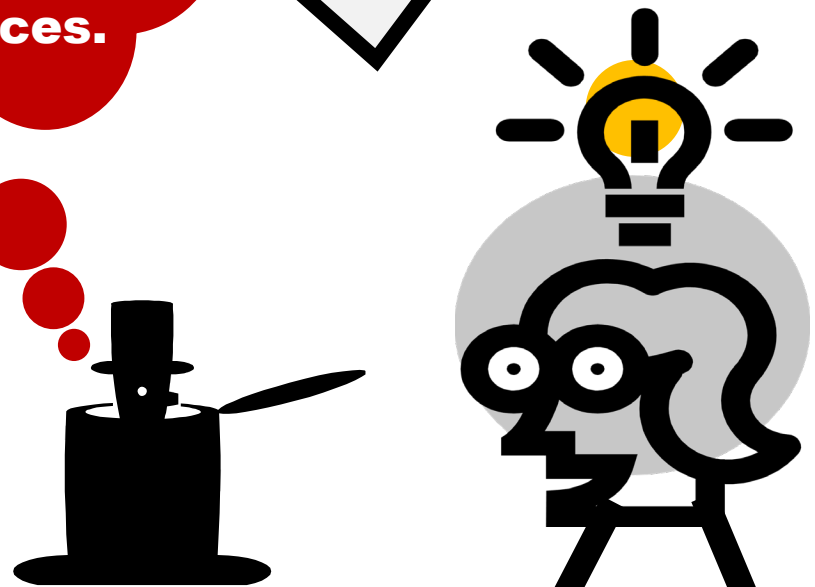
Revisit design theory:

- Elements + principles of design
- Color theory
- Gestalt Theory



Remember graphic design is a separate profession. Be smart and check out their resources.

As you refine your ideas, test your designs against the theory you learned in your first year studios.



Create a plan and stick to it. March 11th is just around the corner.