

State Leadership Conference

Logo Design Contest



OVERVIEW

This contest requires the contestant to create a design for the Tennessee TSA (TNTSA) pin that can be worn to all conferences and traded during Pin Trading at the National TSA Conference. Please note that this is not a conference competitive event and will NOT be at Regional and State Conference.

All entries are due by **September 20, 2024**. The top three (3) finalists will be announced shortly following the close of the contest and will be recognized at the State Leadership Conference Awards Ceremony. The winning design will be used as our State Leadership Conference logo, advertised on conference materials such as the website and social media, printed on conference t-shirts, and produced as our 2025 trading pin.

PURPOSE

The TNTSA Pin & Logo Design Contest is designed to demonstrate design, layout, and presentation skills of Visual and Creative Communications. The purpose of the TNTSA Pin & Logo Design Contest is to include the student members in creating the logo for our annual State Conferences.

ELIGIBILITY

Each contestant may submit one (1) design for the contest.

LIMITATIONS

All contest entries must be submitted by **September 20, 2024** at 11:59 p.m. EST to [this Submission Form](#). No late entries will be accepted. Entries can be completed at any time during the contestant's membership with TNTSA, as long as their submission is turned in by the February deadline. All submissions must be your own work. Submitting another person's work will result in immediate disqualification.

REGULATIONS AND REQUIREMENTS

The contestant must fill out all required information in the [Submission Form](#) when submitting. This includes the contestant's name, email, grade, region, school, design file(s), and specification sheet.

All designs must include, but are not limited to:

1. The words "Tennessee TSA" or "TNTSA"
2. The State theme released on the TNTSA website
3. The year
4. A relation to [the theme board](#)

TYPES OF SUBMISSIONS

The design submitted can be sketched out or can be fully digital. For all designs: colors should be used, design should be drawn to scale and enlarged, there should be no stray/error marks, and the design must be as neat and professional as possible. A close-to-production design must be submitted (brainstorms and initial sketches and entries without color are not permitted).

If sketched: a clear photo of the design must be submitted as a .png or .pdf

If digital: at least one high-resolution .png or .pdf file must be submitted.

Note: All design submissions may be altered or edited by our printers and/or TNTSA Staff. The contestant that wins will be in contact with the Executive Council and printers to converse about any adjustments made to the original design.

COLORS

The entry should be a multi-colored product with a maximum of 6 color inks. Contestants must include at least two colors that are a part of [the theme vision board](#).

EVALUATION

The design will be judged on the required details, relation to the theme, and the creativity of the design. The design will be judged by the Executive Council.

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Design Rubric				
	Minimal Performance	Adequate Performance	Exemplary Performance	
	1-4	5-8	8-10	SCORE
Relation to Theme (X1)	The design demonstrates little to no relation to the decided theme. Inferences need to be made about the theme the logo is trying to present.	The design demonstrates some relation to the decided theme. Little inferences need to be made about the theme the logo is trying to present.	The design demonstrates a clear relation to the theme. No inferences need to be made about the theme the logo is presenting.	
Design (X1)	There are little to no details to the design. The words "Tennessee TSA" or "TNTSA", the year, and the conference theme are not included in the design.	There are some details to the design. The words "Tennessee TSA" or "TNTSA", the year, and the conference theme are included, but not clear in the design.	There are many details to the design. The words "Tennessee TSA" or "TNTSA", the year, and the conference theme are clearly included.	
Creativity (X1)	The design displays little to no creativity of the designer. There are clear aspects of the design that were copied or stolen from another design.	The design displays some creativity of the designer. There are some aspects that may have been copied or stolen from another design.	The design displays clear creativity of the designer. There are no aspects that have been copied or stolen from another designer.	
TOTAL (30 points)				