

Attention Grabbers

Junior members try their hands at the visual arts in the first graphic design contest.

by Courtney Wimmer

Using computer, artistic and design skills, members of the National Junior Angus Association (NJAA) created flyers promoting membership and involvement in their state junior Angus

associations. The results of their hard work were judged in the first graphic design contest, offered in conjunction with the 2002 National Junior Angus Show (NJAS) in Milwaukee, Wis. The purpose of the contest

was to display the creative talents of NJAA members; to share ideas that may be useful in promotion of the Angus breed, Angus organizations and individual herds; and to provide an educational and competitive activity. The graphic design contest allowed NJAA members to compete in an event prior to the NJAS.

Juniors could submit one entry. All entries had to be created using computer technology. Britney Creamer, Montrose, Colo., won the junior division. In the intermediate division, Ashley Gillig, Aurora, Mo., won first place and Cortney Hill-Dukehart, Sykesville, Md., placed first in the senior division. Cash awards were given to the top three

creativity. "Make sure that all words are spelled correctly and the grammar is correct in all wording," she adds.

All three judges advise members to read and follow the directions carefully. The completed piece must meet the objectives stated in the entry category. Aud says this is one thing she really looked for when judging the entries. "In the instructions it states exactly what they needed to do, and some entries didn't follow the directions," she says.

The judges offered several pieces of advice juniors should keep in mind when they prepare entries

for the 2002 graphic design contest.

► Don't try to put multiple messages in a flyer, brochure or poster. Too much information in a small space can discourage the reader.

► Be sure to provide contact information. I liked how some of the entries included their junior officer team. This gives your audience a better chance of recognizing a name — and what better way to encourage youth to join than by showing them that someone they know (or know of) is already involved.

► I liked the pictures of the youth doing association-related activities.

► Be careful on themes. Make sure they make sense and that they are not too much of a stretch.

► Only one headline, please.

► Make sure your fonts are easy-to-read and that the colors draw attention to the message. You don't want your colors competing with the message for attention.

► Inviting people to attend an actual meeting was an excellent 'hook.' It is a great way to capitalize on an event.

Hermel says juniors should try the new contest. "Enter, give it a whirl and see how you do."

► **Right:** Britney Creamer, Montrose, Colo., won the junior division with her poster.

► **Lower right:** Ashley Gillig, Aurora, Mo., won the intermediate division with "Don't Play a Losing Hand."

► **Below:** Cortney Hill-Dukehart, Sykesville, Md., won the senior division.



entries in each age division.

Scoring was based on a 50-point scale with up to 10 points given for each of the following categories: originality, message, ability to capture the reader's attention, use of space and overall design.

Shauna Hermel, editor of the *Angus Journal*; Julie Aud, Angus Productions Inc. (API) advertising artist; and Lou Ann Adams, director of information systems for the American Angus Association, judged the 19 entries.

Through the judges' eyes

"Since it is a graphic arts contest, the ability of the piece to attract your eye is paramount," Hermel says. "I displayed all the entries together on a tabletop to get a feel for the ones that caught my attention first. Then I looked at them to see if they presented a clear message with a strong call to action."

Adams says she was looking for neatness, readability and