

# Dealing with Design

*Bright colors, exciting scripts and member talent could be found in abundance during the Graphic Design Contest at the National Junior Angus Show.*

*by Megan Silveira, editorial intern*

With the upcoming generations taking full advantage of new technology, the National Junior Angus Association (NJAA) gives its members a chance to show off their designing creativity with the Graphic Design Contest at the National Junior Angus Show (NJAS). The designs were showcased at the NJAS hosted in Madison, Wis.

Junior designers were asked to design a business card for their operation. Intermediate contestants met the task of designing a logo for the Raising the Bar Conference, highlighting a university of their choosing. Senior designers created an



*Hallie Conley's winning senior infographic.*

infographic using at least five different statistics promoting *Certified Angus Beef®* (CAB®) to the average consumer.

Paighton Witt of Leslie, Mo.; Alexandria Cozzitorto of Lawrence, Kan.; and Hallie Conley of Plainfield, Ont., Canada, were recognized as winners in their respective categories.

Judges of this year's event have a few suggestions for up and

coming graphic designers in the Angus industry.

- Good designs are out of the box, but not over complicated.
- Often, simple designs with clean and bold fonts are the best and easiest to read.
- Inspiration can be found for designs everywhere, but designers should look outside of their comfort zones for ideas.

Angus juniors really showed their best at this year's contest and the judging panel looks forward to next year's contest. Until then, happy designing. 🐮



*Alexandria Cozzitorto's winning intermediate logo.*



*Paighton Witt's winning junior business card.*