Designing the Future

Angus juniors show off their tech-savvy creativity in the NJAA Graphic Design Contest.

by Kasey Brown, associate editor

any of the contests at the National Junior Angus Show (NJAS) put to the test skills that will serve National Junior Angus Association (NJAA) members well into adulthood. Marketing, technology use and creativity are beneficial to anyone considering a career in communications later in life, and the NJAA Graphic Design Contest is cultivating those skills in junior members.

The contest's goal is to display the creative talent of NJAA members; share ideas that may be useful in promotion of the Angus breed, Angus organizations and individual herds; and provide another fun, educational and competitive activity for interested juniors who may or may not be able to participate in other programs. This contest allows juniors to submit an entry even if they cannot attend the show.

Themes were set for each age division. Juniors designed a holiday postcard thanking their customer base. Intermediates designed a flyer promoting the benefits of eating beef aimed at their peers. Seniors designed a website's homepage layout for their farm.

Savvy use of technology was evident in this year's winning efforts, which were displayed in Tulsa, Okla., July 12-18. The winners also received prize money for their efforts; first place won \$50; second place won \$30; and third won \$20.

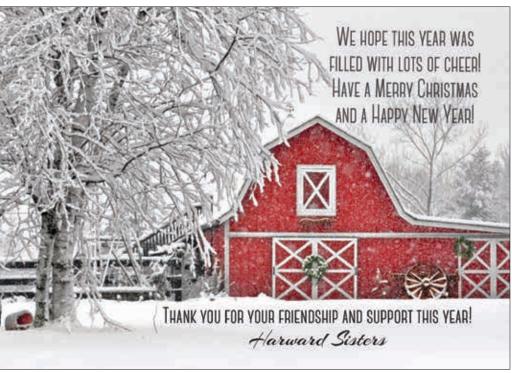
This year, winning the junior division was Marcie Harward, Richfield, N.C. The intermediate division was won by Hailie Conley, Plainfield, Ont. The senior division was won by John Reasor, Wildwood, Ga.

► Right: Hailie Conley won first place in the intermediate division with this flyer promoting the benefits of beef for her peers.





- ▶ Placing second in the junior division of graphic design is **Lauren Wolter**, Aviston, Ill. Not pictured are Marcie Harward, first, and Mattie Harward, third, both of Richfield, N.C.
- ► Right: Marcie Harward won first place in the junior division with her holiday postcard thanking her customer base.





► John Reasor won first place in the senior division with his website homepage design.



► Winning in the senior division of graphic design are (from left) John Reasor, Wildwood, Ga., first; Chelsey Figge, Onaga, Kan., second; and Chris Kahlenbeck, Union, Mo., third.



► Winning in the intermediate division of graphic design are (from left)

Hailie Conley, Plainfield, Ont., Canada, first; Dylan Denny, Lubbock,
Texas, second; and Nicholas Pohlman, Prairie Grove, Ark., third.

