

Graphic Material, No Warning Needed

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

by Kasey Miller

Many 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 useful to anyone considering a career in communications later in life, and the NJAA Graphic Design Contest is cultivating those skills in juniors.

The goal of the contest 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 magazine advertisement recruiting members to join the NJAA. Intermediates designed a magazine advertisement promoting their herd in the *Angus Journal*. Senior entrants designed a magazine advertisement promoting the Angus breed to commercial cattlemen.

Savvy use of technology was evident in this year's winners displayed in Louisville, Ky., July 15-21. While computer programs have been used to create the ads, this year, even a QR tag was used by the junior winner. QR tags can be scanned by a smartphone to take the viewer straight to a set website — in this case, www.angus.org/njaa.

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 were Skylar Lienemann, Princeton, Neb., first; Danika Gordon, Whitewood, S.D., second; and Baxter Knapp, Bloomfield, Iowa, third. Placing in the intermediate division were Clayton McGuire, Waverly, Ala., first; Katlyn Tunstill, Fayetteville, Ark., second; and Jera Pipkin, Republic, Mo., third. Winners in the senior division included Lauren Barker, Monticello, Iowa, first; Lauren Adcock, Moweaqua, Ill., second; and Brooke Harward, Richfield, N.C., third.

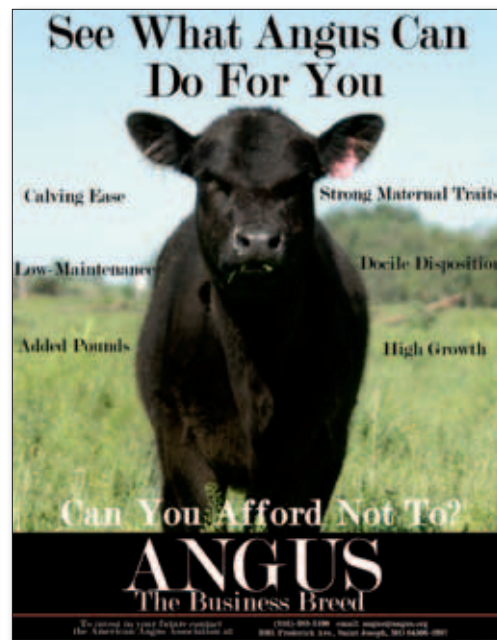
For backdrop pictures of the winners of this contest and others, see “At the Backdrop,” which begins on page 214.



► Skylar Lienemann, Princeton, Neb., won first place in the junior division with this advertisement recruiting members for the NJAA.



► Clayton McGuire, Waverly, Ala., won first place in the intermediate division with this advertisement promoting his herd.



► Lauren Barker, Monticello, Iowa, won first place in the intermediate division with this advertisement promoting the Angus breed to commercial cattlemen.