

Delightful Design

NJAA graphic design contest raises the bar.

by Julie White

Youth, creativity and computers teamed up this year to bring 35 National Junior Angus Association (NJAA) graphic design contest entries to the American Angus Association headquarters for judging.

The contest purpose is to enable NJAA members to use computer technology to design materials that promote the Angus breed and Angus activities. It allows the creative talent of members to be displayed and provides another fun, educational and competitive activity in which interested juniors can participate. This year's task was to create a one-page magazine advertisement promoting the state officer training, Raising the Bar.

Colors, fonts and photos flowed together to make this aesthetic contest a delight for the judges to work through. Judges scored the entries in the following categories: originality, message, attracts attention, use of space and design. In addition, judges said they were looking for full contact information and a unique, attention-grabbing headline. A clean and simple design caught their eye and the use of two to three fonts supported a positive effect of the advertisement. Good-quality photos of a high resolution were important to the judges

since a blurred or distorted picture detracts from the design.

"Contestants that took the time to make elements flow, while keeping the design clean and eye-catching, rose to the top," says Crystal Young, contest judge and Creative Media coordinator for Angus Productions Inc. (API). "Taking extra time, thinking about the layout and design, leads to a better quality of advertisement."

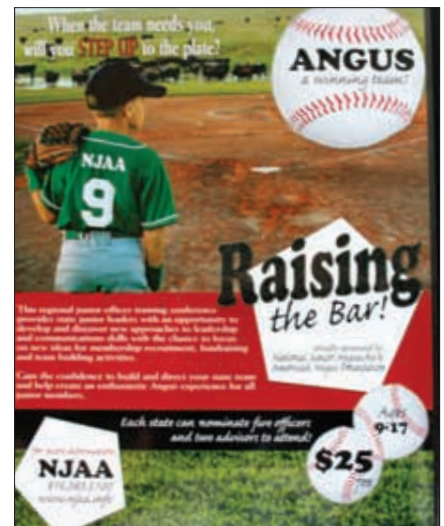
Young worked with judges Whitney Trospser and Amy Cowan, both of Kansas City, Mo., to select top-notch designs.

Winners of the 2008 graphic design contest are as follows:

In the junior division Sierra Day, Atwood, Ill., won first place; Kyle Jones, Bleiberville, Texas, second place; and Katlyn Tunstill, Fayetteville, Ark., third place.

Winners in the intermediate division are Dereck Washam, Pierce City, Mo., first place; Ransom Gardiner, Ashland, Kan., second place; and Cole Gardiner, Ashland, Kan., third place.

In the senior division Elizabeth Williams, Fort Smith, Ark., won first place; Rachael Vaassen, Ann Arbor, Mich., second place; and Gretchen Ettredge, Pilot Point, Texas, third place.



► From left, Crystal Young, Whitney Trospser and Amy Cowan evaluated the graphic design entries.