

Middle and High School Principals,

Please share the information below with your teachers.

The Department of Educational Technology is pleased to announce the program cover design competition for the SDPBC's 2018 Technology Conference, "20 Years of Blazing the Trail," to be held on Saturday, March 3, 2018.

All SDPBC **middle and high** school students are invited to submit **computer-generated design** proposals for the **Conference program** cover, with each student being limited to one entry, and each school being limited to five entries.

A selection committee will review and evaluate the design proposals, and three finalists will be selected. The **winning design will be used for the cover of the 2018 Technology Conference program.** The winning designer will **receive \$500** and be recognized at the Opening Session of the Technology Conference. The designer of the **second-place entry will receive \$250**, and the designer of the third-place entry will **receive \$100**. In addition, the winning designers and the sponsoring teachers will each receive a one-year subscription to Adobe Creative Cloud digital design software tools from Adobe Systems, Inc. for their personal use.

This year we are going to be producing tutorials and lesson plans which you can use in your classroom to teach your students how to design a logo and how to create a good cover design, so please join us September 6, 2017 from 3:00 - 4:00 pm **and again from 4:15 - 5:15 pm** for an online webinar by [clicking here](#). The webinar is intended to help your students succeed.

Program cover designs should be submitted via Pony or in person to Melissa Matthews, Department of Educational Technology, Fulton-Holland Educational Services Center, Suite B-332, and must be received by 4:00 pm on Friday, November 10, 2016.

For detailed information regarding design guidelines and the submission of entries, please consult the [Call for Program Cover Designs](#) document.

The School District of Palm Beach County
2018 TECHNOLOGY CONFERENCE:
20 Years of Blazing the Trail

Mickey Schemer Student Design Competition 2018

CALL FOR PROGRAM COVER DESIGNS

~~All Entries Due November 10, 2017 by 4pm~~

NOV. 6TH

All School District of Palm Beach County middle and high school students are invited to submit program cover design proposals for the SDPBC 2018 Technology Conference Mickey Schemer Student Design Competition, using the conference theme: **"Growing Strong: Technology as a Learning Accelerator."** The event will be held on Saturday, March 3, 2018, 8:00AM - 4:00PM at Santaluces Community High School.

NEW THIS YEAR:

1. Middle School Students are welcome to enter the competition.
2. Teachers are invited to attend a webinar to get ideas and suggestions with Adam Fiveson. The webinar will be hosted Wednesday, September 6, 2017 from 3:00-4:00PM. **Webinar address:** <https://connect.palmbeachschoools.org/cover/>

DESIGN GUIDELINES:

✓ All SDPBC District-run middle and high school students are eligible to participate, however, each student is limited to one entry, and each school is limited to five entries. Schools are encouraged to include all students, and to hold local, school-based competitions to select the five entries to be submitted.

✓ All cover designs must be computer generated. Required programs for production of the final design include **Adobe Illustrator, Adobe Photoshop, or Adobe InDesign**. All designs require pre-flighting in a page layout program.

✓ Preflight guides from commercial printers are available that provide invaluable assistance and instruction for students on the pre-press process. Please see these two guides when working with your students:

1. A Guide for Preparing Files for Print (<http://designinstruct.com/print-design/a-guide-to-preparing-files-for-print/>)

2. How to Help Your Students Win the 2018 Mickey Schemer Student Design Competition (<https://www.palmbeachschools.org/edtech/how-to-help-students-prepare-for-the-mickey-schemer-student-design-competition/>)

✓ The design must be submitted electronically by uploading it to the **Mickey Schemer Cover Design Entries Google Drive Folder** (<https://goo.gl/846D0K>) at 300 dpi in the original format AND in print format [CMYK color format]. **See this document for very important directions** (<https://goo.gl/74AAaN>).

✓ Each design must incorporate the **SDPBC logo** as well as the Technology Conference Logo: <https://goo.gl/846D0K>.

✓ Each student should design a logo to compliment the cover design. The logo will be used on bags and signs and other conference marketing materials, and should **include the primary design elements of the cover design**.

✓ The cover should contain the words: **"20 Years of Blazing the Trail"**. We would like this to be a vector file, but we are OK with high resolution Photoshop files as well.

✓ Do not collapse or flatten layers in any source documents. Only the final PDF file should be flattened.

✓ All designs must be created and submitted at 100% of the size at which they will be printed. Therefore, the designs may be either a single file in full size dimensions (11" x 17"), or two files with front (8-1/2" X 11") and back (8-1/2" X 11"). There should be a 1/8th inch bleed on each side (totaling 11.25" x 17.25"). NOTE: Graphics may OR may not flow to the back cover (referred to as a "wrap-around" cover).

✓ Designers should work at a resolution of **300dpi** throughout the creation of their program covers.

✓ Fonts must be Windows AND Mac compatible.

✓ **All fonts and images must be licensed full versions or Creative Commons** (marked for reuse), royalty free, or copyright free (no trial versions). Proof of purchase must be included with your submission for all copyrighted material.

✓ All work for submitted designs should be **original artwork** and comply with SDPBC copyright policies. Students may use the District provided logos and artwork. Trademarks, company logos, commercial slogans, etc. are not permitted.

✓ All entries become the property of the SDPBC. The designer agrees to relinquish any rights that may encumber the use or display of the design by the SDPBC.

✓ All entries **must** include a signed and scanned [PBSD 1941 form](#). If the form is not included in your submission, your entry will not be judged.

✓ All designs must reflect the Conference theme and contain all of the following text in addition to the SDPBC logo and the technology conference logo:

**The School District of Palm Beach County 2018 Technology Conference:
20 Years of Blazing the Trail**

DESIGN SELECTION:

- A Program Cover Design Selection Committee comprised of both District-level and school-based personnel will review and evaluate the conference program cover designs.
 - Three finalists will be selected from among the qualifying entries.
 - The three finalists will then compete for "Best of Show", the winning designers will receive the following:
 - First Place - **\$500** and a one-year subscription to Adobe Creative Cloud digital design software tools from Adobe Systems, Inc. for their personal use.
 - Second Place - **\$250** and a one-year subscription to Adobe Creative Cloud digital design software tools from Adobe Systems, Inc. for their personal use.
 - Third Place - **\$100** and a one-year subscription to Adobe Creative Cloud digital design software tools from Adobe Systems, Inc. for their personal use.
 - The supporting teacher is also eligible to receive a one-year subscription to Adobe Creative Cloud digital design software tools from Adobe Systems, Inc. for their personal use.
 - All entries will be displayed on-site on the day of the Conference.
 - The winning design will be featured on the 2018 Technology Conference program cover.
 - The winning designer and teacher will be recognized on March 3, 2018, at the Opening Session of the Technology Conference, and will also be acknowledged in the Conference program.
- A print copy of the Call for Program Cover Designs and Program Cover Design Submission is at the end of this document and **must** be completed for each student entry.