

COVER DESIGN COMPETITION

The New York City Department of Education and the Smithsonian's Cooper-Hewitt, National Design Museum are pleased to present the 2013 Cover Design Competition. This exciting opportunity encourages all New York City public high school students to submit a cover design that captures what their high school experience in the greatest city in the world means to them.

The grand prize winner will enjoy massive distribution (140,000+) of his or her design on the Department of Education's annual *Directory of New York City Public High Schools*, the opportunity to work one-on-one with award-winning comic book artist and illustrator Phil Jimenez, rewarding career experience, exposure to the design profession, and other prizes!

Your Design: Dream up your submission using any media you'd like. Your design must be 8.5" x 11" and include the following text: Directory of New York City Public High Schools 2013-2014. Check out the Official Entry Guidelines for more details.

How to Submit: Entering the Cover Design Competition is easy! E-mail your design to coverdesign@schools.nyc.gov as a PDF, JPG, or PNG attachment (maximum file size: 2 MB) *or* mail a hard copy of your design to Cover Design Competition, NYC Department of Education, 52 Chambers Street, Room 415, New York, NY 10007. In addition to sending in your design, you must also submit **two** completed consent forms. The forms are available on the Resources tab here: www.nyc.gov/schools/CoverDesign.

Winner Selection: Fifteen finalists will be chosen by a panel of judges based on the following four criteria: **originality** of the design; application of the **principles of design**; **adaptability** of the design to other types of media (such as t-shirts, posters, and bags); and **appropriateness/suitability** for the New York City high school admissions campaign.

The fifteen finalists will participate in four after-school workshops where they will get to work closely with Phil Jimenez and graphic designer John Emerson to perfect their designs for the final round of judging. These workshops, held on four consecutive Wednesday afternoons at the Cooper-Hewitt Design Center at 111 Central Park North (corner of 110th and Malcolm X Boulevard), are **required** to maintain eligibility for the grand prize.

After the workshops, one winner will be chosen by an online public vote. Two additional winners and one runner-up will be selected by the panel of judges.

Key Dates:

Competition Open for Submissions	January 28
All Submissions Due	February 13
Workshop Winners Notified	February 18 – February 22
Workshops for Finalists	Wednesdays: Feb. 27; March 6; March 13; March 20
Public Vote	March 27 – April 5
Winners Announced	April 11

More Information: Make sure to review the Official Entry Guidelines for more information about the competition. The Guidelines are available online at www.nyc.gov/schools/coverdesign under the Resources tab. If you have any questions, email coverdesign@schools.nyc.gov or call 212-374-5396.