

# 2016 Official Entry Guidelines

## Competition Overview

Every year, the Department of Education (DOE) distributes thousands of school directories to students and their families throughout New York City. For over nine years, the covers of the DOE directories have been designed by students through the Cover Design Competition. Serving as an exploration of the design profession, this competition challenges high school students to reflect on their lives as public school students in New York City and express their ideas artistically in the form of a cover design. Finalists of the Cover Design Competition will have the opportunity to work with a real-world client (the DOE), develop their design with professional designers, and gain practical experience they can take with them after high school. The grand prize winner's design will be featured as the cover of the DOE's annual *New York City High School Directory* and used for related materials—including signs, bags, and t-shirts—for the 2016-2017 school year.

## Eligibility Requirements

Open to all students currently enrolled in a New York City public high school. Students may enter on their own or through their teachers. Each student may submit only one design. By participating, students understand and will comply with the guidelines established in this document. For more information about eligibility, please see "Additional Terms and Conditions" on page 4.

## Key Dates

<b>Competition Open for Submissions</b>	January 11
<b>All Submissions Due</b>	January 29 by 11:59 p.m. EST
<b>Workshop Winners Notified</b>	February 8 – February 12
<b>Workshops for Finalists (Required)</b>	February 24; March 2; March 9, March 16
<b>Public Vote</b>	March 21 – March 25
<b>Awards Ceremony</b>	April 6

## Design Specifications

- **Size:** 8.5 inches x 11 inches; save your files as a PDF that is 2MB or under
- **Text:** Design must include the following text: *2017 New York City High School Directory*
- **Font:** Use a typeface in the Franklin Gothic typeface family for all cover text.
- **Format:** Designs may be created in any print media. However, designs must be submitted in one of the approved file formats.
- **Details:** Cover design must include a front and back cover. Include the NYC Department of Education logo.

## How to Submit Your Design

Submissions are due on January 29, 2016. Participants may submit their cover design in one of two ways: online via email or by mail.

- Two consent forms are required in order to qualify for competition. See page 2 for more information.
- Only one design may be submitted per student.
- Design must be the original work of the student.
- Submissions will not be returned.

## How to Submit by Email

- **Deadline:** January 29, 2016 at 11:59 p.m. EST. Entries received after this date and time will not qualify for this competition.
- **Format:** Files must be submitted as a PDF only. Retain all original design files and images, but do not submit them. *Each finalist will be required to make edits and adjustments and submit his or her design file.*
- **File Size:** File must be less than 2 MB.
- **Email Details:** Email submissions to [coverdesign@schools.nyc.gov](mailto:coverdesign@schools.nyc.gov). Subject line must include "Cover Design Submission" and the first 4 digits of your birthday. For example, if your birthday is March 12th, your subject line should be "Cover Design Submission 0312." You must also attach your cover design file(s) and consent forms.

- **Confirmation:** Email submissions will receive a confirmation email within 24 hours. If you do not receive a confirmation email, the design was not received. If you have difficulty submitting your design, please call 212-374-5396 for assistance.

### How to Submit by Mail

- **Deadline:** Mail-in entries must be *received* by January 29, 2016. Entries received after this date will not qualify for this competition.
- **Format:** Submission must be a full-color print-out copy of the cover design. Artwork will not be returned so keep your original design. *If you advance and become a finalist, you will be required to submit a final design created in Adobe Photoshop, Illustrator, or InDesign.*
- **Package Details:** In addition to including your cover design submission and consent forms, mail-in entries require a signed and dated Mail-in Submission Form. Make sure to include all relevant contact information, including your email address, so that we can contact you if you are a finalist. This form will be posted on the Cover Design Competition website ([www.nyc.gov/schools/coverdesign](http://www.nyc.gov/schools/coverdesign)) during the submission period. If your teacher is mailing in your design as part of a class, you still have to include all of the aforementioned materials in your submission.
- **Mailing Address:** Mail your package to the address below:

NYC Department of Education  
Office of Student Enrollment  
52 Chambers Street, Room 414  
New York, NY 10007  
ATTN: Cover Design Competition

### Required Consent Forms

In order to qualify for this competition, participants must submit **two** consent forms before the submission deadline – one from the DOE and one from the Cooper Hewitt, Smithsonian Design Museum.

#### DOE Consent Form

All students must complete this form. Students under the age of 18 are required to obtain their parent’s or guardian’s signature. Students 18 years of age or older are not required to have their parent/guardian sign the form.

#### Cooper Hewitt Consent Form

All students must complete this form.

Consent forms will be posted on the Cover Design Competition website ([www.nyc.gov/schools/coverdesign](http://www.nyc.gov/schools/coverdesign)) during the submission period. Applicants can submit their consent forms in one of two ways by the submission deadline:

- **Scan and Email** the forms as attachments with your design to [coverdesign@schools.nyc.gov](mailto:coverdesign@schools.nyc.gov).
- **Mail** the forms to: Department of Education, Office of Student Enrollment, 52 Chambers Street, Room 414, New York, NY 10007, ATTN: Cover Design Competition Consent Forms.

### Design Tips

As you’re designing, consider some of the following tips and suggestions:

- **Inspiration:** We encourage you to draw inspiration from your perspective as a New York City student. While brainstorming, think about how you will integrate your unique experience to create a meaningful design. Why are you proud to be a New York City student? What makes your experience as a New York City student special and exciting? How has growing up in New York City had an impact on your life? What was your experience like when transitioning from middle school to high school?
- **Audience:** The target audience for this cover is students in grades 5-8 and their families.
- **Design Principles:** Demonstrate an application of the Principles of Design. To learn about high school performance indicators, see the *Blueprint for Teaching and Learning in Visual Arts* at [www.nyc.gov/schools/offices/teachlearn/arts/blueprint.html](http://www.nyc.gov/schools/offices/teachlearn/arts/blueprint.html). Create a design in which image, color, typography, and layout (especially white space) are all considered and support the main message for the intended audience. Also consider how your cover will work as a thumbnail when marketed online. (Read Craig Mod’s Hack the Cover—[http://craigmod.com/journal/hack\\_the\\_cover/](http://craigmod.com/journal/hack_the_cover/)).

- **Suitability/Appropriateness:** Designers should keep in mind that they are designing for a client, the New York City DOE. The winning design will need to project appropriate messaging for a government-issued publication; designs will be judged in part on their suitability. Please avoid profanity and slang.
- **Adaptability:** Designs must be easily adaptable in different colors and sizes and with different text. In addition to the Directory cover, the winning design will be used for flyers, t-shirts, signs, bags, and other materials.
- **Guidelines for Images:** With respect to the images in your design, the more creative and unique they are, the better. Here are some things to keep in mind:
  - a. **Copyrighted images:** We cannot use any previously-copyrighted images on our Directory covers. The use of previously copyrighted materials automatically disqualifies the applicant. Please review the Additional Terms and Conditions on page 4 for more information. Many New York City icons are already copyrighted; this includes most identifiable buildings in the Manhattan skyline, the major bridges, the Statue of Liberty, “I ♥ NY,” etc.
  - b. **Faces:** Designs that incorporate real human faces (as opposed to cartoon or representational figures), should include more than a single individual. Any group of faces should be diverse and age-appropriate for fifth through eighth graders.
- **Final Design Format:** Finalists will be asked to submit final designs to the DOE as **Adobe Illustrator, Adobe InDesign, or Adobe Photoshop** files. The Cooper Hewitt will provide support to all students who do not have access to Illustrator, InDesign, or Photoshop; finalists without access to these programs should inform workshop leaders at the first workshop.

## Judging Criteria

All designs will be judged on the following four criteria:

1. Originality
2. Adaptability of the design to different media
3. Suitability/appropriateness of design for NYC DOE-issued publication
4. Application of the principles of design

## How Winners are Selected

- **Finalists:** From the initial pool of submissions, 15 finalists will be selected by a panel of judges based on the criteria listed above. The panel will be comprised of members from the DOE and the Cooper Hewitt. The 15 finalists will then be required to attend four design workshops at the Cooper Hewitt; see below for more information.
- **Winners:** Winners will be determined by a combination of a public vote and the panel of judges. One grand prize winner and three runner-ups will be selected.

At the final workshop session on March 16, 2016, finalists will formally present their designs to the judging panel. From March 21 – March 25, the public will have the opportunity to vote for their favorite designs online. One winner will be selected online by the public (subject to the determination by the DOE that the design selected by the public is suitable for its intended use). The winner of the public vote will automatically advance to the final four in the Cover Design Competition. After the public voting period ends, the DOE and Cooper Hewitt will select the grand prize winner and runner-ups based on the March 16<sup>th</sup> presentation, outcome of the public vote, and the judging criteria listed above.

## Required Design Workshops for Finalists

Finalists will be expected to attend all four design workshops; finalists that do not attend at least three of the workshops, or are more than 30 minutes late for two or more sessions, will be disqualified. These workshops will be held at the [Cooper Hewitt Design Center](#) from 4:30 PM – 6:30 PM on the following dates: February 24; March 2; March 9; and March 16. At the first three sessions, finalists will work with professional graphic designers to refine their designs. At the final session on March 16, 2016, finalists will present their designs to the panel of judges.

The Cooper Hewitt Design Center is located at 111 Central Park North (at 110<sup>th</sup> Street). Before you submit your design, please consider how long it takes to travel from school to the Cooper Hewitt and whether you will be able to attend the sessions if you are chosen as a finalist. Remember, tardiness is not acceptable.

## How Winners are Notified

The grand prize winner and runner-ups will be announced during the Awards Ceremony, which will be held at the Cooper Hewitt, Smithsonian Design Museum on Wednesday, April 6, 2016. The Cooper Hewitt, Smithsonian Design Museum is located at 2 E. 91<sup>st</sup> Street, New York, NY 10128.

## Prizes

The grand prize winner of the Cover Design Competition will have his or her design featured as the cover of the *2017 New York City High School Directory*. This design may also be used for other related materials (publications, signs, bags, t-shirts, etc.) for the 2016–2017 school year. The winner will also receive a prize package from the DOE and Cooper Hewitt.

Other finalist designs may be used for other printed and electronic publications at the discretion of the DOE.

## Glossary

Applicants should acquaint themselves with visual design terms, which they may hear during workshops or from the client (DOE): <http://www.usability.gov/what-and-why/glossary/tag/visual-design/index.html>

## Additional Terms and Conditions

**Disqualification:** Applicants will be disqualified if they:

- Do not include both signed consent forms (DOE and Cooper Hewitt) with their submission by January 29, 2016.
- Do not adhere to all of the above entry guidelines.
- Use any derogatory language within their submission or during the process of this competition.
- Plagiarize or submit someone else's copyrighted material.
- Are chosen as finalists and cannot attend at least 3 out of the 4 workshops, including the final presentation.
- Are chosen as finalists and are more than 30 minutes late for 2 or more sessions.

**Privacy:** Information collected is subject to the DOE's Privacy Policy. Please visit: [www.nyc.gov/schools/AboutThisSite](http://www.nyc.gov/schools/AboutThisSite).

**Ineligibility:** Only full-time DOE public high school students in New York City are eligible to participate in the competition.

**Anonymity:** During the vote to select the 15 finalists, the judges (representatives from the Cooper Hewitt and the DOE) will not know the names of the students nor their respective schools. Student names and schools will be kept completely anonymous for the first round of judging for the 15 finalists. However, during the public vote to determine one of the four top place winners, student names and schools *will* be shared with the Cooper Hewitt, DOE, and other members of the judging panel. The schools, names, and submissions of the grand prize winner and runner-ups will be formally and publicly announced at the end of the competition.

**Other Conditions:** There is no cost to enter this competition. Mail-in submissions will not be returned. Students shall retain ownership of his or her submission, subject to the DOE's right to use the submission as granted in the signed consent.

## Questions?

Email [coverdesign@schools.nyc.gov](mailto:coverdesign@schools.nyc.gov) or call 212-374-5396.