

# 2017 Official Entry Guidelines

## Competition Overview

Every year, the NYC Department of Education (DOE) sends thousands of school directories to students and their families throughout New York City. These school directories help families understand the admissions process and guide them in their search for a school. The cover of the directory is one of the first things these families see as they start the admissions process—it should reflect the importance of this resource and welcome them into the process.

For more than ten years, the covers of the DOE directories have been designed by students through the Cover Design Competition. 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. Every student has a story to tell about his or her high school experience and this competition gives students the opportunity to share it with all of New York City!

The competition also serves as a way for students to explore design as a profession. Finalists of the Cover Design Competition have the opportunity to be “hired” by a real-world “client” (the DOE) to develop a design—practical experience that they can take with them after high school. They learn to listen to a client’s needs and take feedback from a professional designer to design a final cover. 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 online, signs, postcards, and flyers.

## Eligibility Requirements

The competition is 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 follow the guidelines listed in this document. For more information about who can participate, please see “Additional Terms and Conditions” on page 4.

## Key Dates

<b>Competition Open for Submissions</b>	November 28
<b>Submissions Due</b>	December 16 by 11:59pm EST
<b>Finalists Notified</b>	January 9 – January 13
<b>Workshops for Finalists (Required)</b>	January 18; January 25; February 1, February 8
<b>Public Vote</b>	February 13 – February 17
<b>Awards Ceremony</b>	March 8
<b>Winners Announced Publicly</b>	March 9

## Design Specifications

- **Size:** Front cover and back cover should each be 8.5” x 11”; save your files as a PDF that is 2MB or under
- **Text:** Design must include the following text: *2018 New York City High School Directory*
- **Font:** Use a Franklin Gothic typeface for all cover text.
- **Format:** Designs may be created in any print media. However, designs must be submitted in PDF format.
- **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 November 28, 2016. Participants may submit their cover design in one of two ways: online via email or by mail.

- Two consent forms are required 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:** December 16, 2016 at 11:59pm EST. Entries received after this date and time will not qualify for this competition.
- **Format:** Files must be submitted as a PDF only. Keep 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 12, 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 212-374-3984 for assistance.

### How to Submit by Mail

- **Deadline:** Mail-in entries must be *received* by December 16, 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 have 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 your contact information, including your email address, so that we can contact you if you are a finalist. You can find this form on the Cover Design Competition website ([schools.nyc.gov/coverdesign](http://schools.nyc.gov/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 materials listed above 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

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.

All students must complete this form. Students under the age of 18 are required to get 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.

Consent forms will be posted on the Cover Design Competition website ([schools.nyc.gov/coverdesign](http://schools.nyc.gov/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

Consider some of the following tips and suggestions as you’re designing:

- **Inspiration:** We encourage you to draw inspiration from your time as a New York City student. While brainstorming, think about how your unique experience will help you 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 changing from middle school to high school?
- **Audience:** The Directory is used by students in grades 5-8 and their families, so think about how your cover will be meaningful to them.
- **Design Principles:** Create a design that supports your message with **image, color, typography, and layout**. Also consider how your cover will work when marketed online. (Read Craig Mod’s Hack the Cover—[http://craigmod.com/journal/hack\\_the\\_cover/](http://craigmod.com/journal/hack_the_cover/)).
- **Appropriateness:** Keep in mind that you are designing for a client (the DOE). The winning design needs to reflect appropriate messaging for a government-issued publication; designs will be judged in part on their appropriateness. Please avoid profanity and slang.
- **Adaptability:** In addition to the Directory cover, the winning design will be used for flyers, postcards, signs, and online, so think about how your design can be used for these different 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 “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 use real human faces (as opposed to cartoon or representational figures), should include more than a single person. 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 let workshop leaders know 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. Appropriateness of design for NYC DOE-issued publication
4. Application of the principles of design

## How Winners Are Selected

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

At the final workshop session on February 8, 2017, finalists will formally present their designs to the judging panel. From February 13 – February 17, 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 automatically advances 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 February 8 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 4:30–6:30pm on the following dates: January 18; January 25; February 1, February 8.

At the first three sessions, finalists will work with professional graphic designer Phil Jimenez to refine their designs. At the final session on February 8, 2017, finalists will present their designs to the panel of judges.

The Cooper Hewitt, Smithsonian Design Museum is located at 2 East 91<sup>st</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 is held at the Cooper Hewitt, Smithsonian Design Museum on Wednesday, March 8, 2017. 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 *2018 New York City High School Directory*. This design may also be used for other related materials (publications, signs, etc.). 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 learn 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 December 16, 2016.
- Do not follow all of the above entry guidelines.
- Use any offensive 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 NYC public high school students in New York City can 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 or their 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 212-374-3984.