

The School District of Palm Beach County
2012 TECHNOLOGY CONFERENCE

We Have an App for That: Innovative Teachers

Mickey Schemer Student Design Competition 2012 CALL FOR PROGRAM COVER DESIGNS

All School District of Palm Beach County public high school students are invited to submit program cover design proposals for the School District of Palm Beach County's 2012 Technology Conference Mickey Schemer Student Design Competition, using the conference theme: "**We Have an App for That: Innovative Teachers.**" The event will be held on Monday, March 26, 2012, from 8:00 AM - 4:00 PM at Santaluces Community High School.

DESIGN GUIDELINES:

- ✓ All School District of Palm Beach County public high school students are eligible to participate, however each student is limited to one entry, and each high school is limited to five (5) 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. Suitable programs for production of the final design include Adobe Illustrator, Adobe InDesign, or Quark Xpress. Students may create their designs in PhotoShop or other graphics editing programs but 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:
 - [Pre-flight guidelines for print](http://en.wikipedia.org/wiki/Pre-flight_(printing)) ([http://en.wikipedia.org/wiki/Pre-flight_\(printing\)](http://en.wikipedia.org/wiki/Pre-flight_(printing)))
 - [Electronic Prepress Guidelines](http://en.wikipedia.org/wiki/Prepress) (<http://en.wikipedia.org/wiki/Prepress>)
- ✓ The design must be submitted electronically on CD or DVD at 300 dpi in the original format AND in print format [CMYK color format].
- ✓ 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"). 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 300 dpi throughout the creation of their program covers. **CAUTION:** Do not use graphics captured from web pages as they are generally of low resolution (72 dpi) and will not reproduce satisfactorily.
- ✓ All work for submitted designs should be original artwork and comply with School District of Palm Beach County copyright policies. Students may use the School District of Palm Beach County logo without restriction.

- ✓ All entries become the property of The School District of Palm Beach County. The designer agrees to relinquish any rights that may encumber the use or display of the design by the School District of Palm Beach County.

- ✓ All designs must reflect the Conference theme and contain all of the following text:

**The School District of Palm Beach County
2012 Technology Conference
We Have an App for That: Innovative Teachers**

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," with the winning designer receiving \$500.00. In addition, the winning designer and the sponsoring teacher will each receive a copy of a suite of digital design software tools from Adobe Systems, Inc. for their personal use. The designer of the second-place entry will receive \$250.00, and the designer of the third-place entry will receive \$100.00.
- All entries will be displayed on-site on the day of the Conference.
- The winning design will be featured on the 2012 Technology Conference program cover.
- The winning designer and teacher will be recognized on March 26, 2012, 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.

FURTHER INFORMATION:

- ✓ Visit the District's 2012 Conference web site at <http://techconf.palmbeachschools.org>
- ✓ Contact Melissa Lander at 561-434-8128 or Melissa.Lander@palmbeachschools.org

We Have an App for That: Innovative Teachers

Mickey Schemer Student Design Competition 2012 **PROGRAM COVER DESIGN** **SUBMISSION FORM**

Print Clearly or Type:

First Name: _____ Last Name: _____

School/Department: _____

Grade Level: ____ Age: ____

Sponsoring Teacher: _____

Principal: _____

SUBMISSION OF DESIGNS:

- The cover design is computer generated and the PRE-FLIGHT process was used.
- The design was created and is being submitted at 100% of the size at which they will be printed. Therefore, the designs may be either full-size (11" x 17"), or front (8-1/2" X 11") and back (8-1/2" X 11"). NOTE: Graphics may OR may not flow to the back cover (referred to as a "wrap-around" cover).
- Layers are not collapsed or flattened in any source documents. Only the final PDF file is flattened.
- The design is being submitted electronically on CD or DVD at 300 dpi AND in print format [CMYK color format] AND as a 72-dpi jpg file reduced to 640x480 for web display.

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- Each submitted folder must be clearly labeled with student's name and school name AND must contain:
 - (this) Program Cover Design Submission Form
 - Full color hard copy [CMYK]
 - CD/DVD with files that include:
 - Flattened PDF of the final design generated by the page layout software.
 - Original layout file in its native format (Illustrator, InDesign, Freehand, Quark Xpress)
 - All supporting graphics in their native file format. This includes Photoshop PSD files or other image files.
 - All fonts used in the composition (fonts must be compatible with both Mac and PC).
- Designs reflect the Conference theme and contain the following text:

**The School District of Palm Beach County
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Entries may be submitted via PONY or in person and **MUST** be received no later than **4:00 PM on Monday, December 19, 2011**. If submitting entries via PONY, please allow for sufficient "travel time." Designers may choose to submit entries in person to ensure their timely receipt.

Submissions should be sent or hand delivered to:
Melissa Lander, Educational Technology, FHESC, Suite B-332.

Student Designer's Signature & Date



Sponsoring Teacher's Signature & Date


