STUDENT DESIGN COMPETITION: The Medium is the Message

College and university students will conceive a branding campaign from products and services to logos and letterheads, competing for two $500 prizes. Entries will be judged by representatives from leading marketing and branding companies in Wichita include: Associated Advertising; Gardner Design; Greteman Group; and Sullivan, Higdon, and Sink. Select work will be displayed prior to Margo Chase’s lecture 7 p.m., November 8, 2007 at the CAC Theatre on the campus of Wichita State University. No entry fee. Deadline for entries is October 31, 2007.

WHO can enter: Any college or university student (part-time or full-time) enrolled in the fall 2007 semester.

WHAT are the categories? There are two categories in which students can enter: Advertising/Communications/Marketing and Graphic Design. Students may submit more than one entry in more than one category.

Advertising/Communications/Marketing Category
Applicants will submit a campaign based on a single theme and inspired by a work or works in the Branded and On Display exhibition. Students may view the exhibition by visiting the Ulrich Museum of Art at Wichita State University at 1845 N Fairmount, Wichita KS during gallery hours (11-5 Tuesday-Friday and 1-5 on the weekends) or view the works online at http://www.kam.uiuc.edu/pr/branded/checklist.cfm.

Successful entries will include: 3-5 pieces with a brief (50 words or less) campaign theme. Entries are open to all media, although applicants should note that prints should be no larger than 3’ x 3’; video no longer than 3 minutes and must be submitted on a DVD.

Entries should be submitted to: Aimee Geist
Ulrich Museum of Art
Wichita State University
1845 N Fairmount
Wichita KS 67260-0046

Each entry must include applicants name, address, college or university, e-mail and phone number. Unidentified pieces may be disqualified.

Graphic Design Category
Applicants will submit a logo design based on a work or works in the Branded and On Display exhibition. Students may view the exhibition by visiting the Ulrich Museum at Wichita State University at 1845 N Fairmount, Wichita KS during gallery hours (11-5 Tuesday-Friday and 1-5 on the weekends) or view the works online at http://www.kam.uiuc.edu/pr/branded/checklist.cfm.

Successful entries will be: a logo submitted in a 5” x 5” square field mounted on an 8” x 8” matboard; of strong concept; high design quality with good readability, and exceptional execution.
Entries should be submitted to: Aimee Geist
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WHEN is the deadline? All entries should be received by 5 p.m. on Wednesday, October 31, 2007. No late entries will be accepted.

WHY enter? Two $500 prizes will be awarded! Plus your work will be seen by representatives from top marketing companies in the area including: Associated Advertising; Gardner Design; Greteman Group; and Sullivan, Higdon, and Sink.

WHERE should entries be sent? Aimee Geist
Ulrich Museum of Art
Wichita State University
1845 N Fairmount
Wichita KS 67260-0046

WHEN will winners be announced? Winners will be announced at the Margo Chase lecture 7 p.m., Thursday, November 8, 2007 at the CAC Theatre on the campus of Wichita State University. You need not be present to win.

NOTE: The Ulrich Museum is not responsible for entries. The Ulrich Museum retains the right to use images in publications or promotional materials. After contest ends, pickup of entries is the responsibility of each applicant. After November 15, no entries will be kept at the Museum.

Applicant must be a student at a university or college and enrolled in the fall 2007 semester. Proof of student enrollment may be requested. Winner will be required to submit name, address, university or college and SS number.