

NEXA BOLD – Graphic Design

Intro

Inspired by a font that led the red-brick renaissance, delegates exchange paintbrushes for styluses at **Nexa Bold**, the third art sub-event at JT Muse. With their graphic design capabilities put to the test, delegates will have to endure the perils of computational art.

Round 1 – Logo and Product Design

Time - 4 hours

Delegate Cap - 2

Round Details

Delegates are required to design a logo for their brand. Delegates will then be required to design a product based off of their brand theme, ideology, logo, style, and color scheme etc.

Phase 1: Logo Design

- Themes will be allotted for a company for which the delegates would have to design their logo
- The themes will be allotted a few hours before the round in the WhatsApp group
- Delegates will also be required to write a short paragraph (100-200 words) explaining the philosophy/ideology behind their brand design.

Examples of themes:

- Edibles
- Beverages
- Fashion and Clothing

Delegates will have the freedom to cater to their preferred target audience (e.g if they get the theme, Fashion and Clothing, it up to them to decide whether they do formal clothes or informal, gender specific or unisex, makeup items or only clothing etc.). They will have to incorporate these details into the 'Design Philosophy' paragraph.

The Design Philosophy can address points such as:

- Why they are designing their brand the way they are
- What colours they are using and what tones of colours they are using
- What fonts are they using and why?
- Are they using sharp or blunt objects?
- What does the style of their design imply?
- Their target audience and brand details

Phase 2: Product Design

- The product must be related to the brand ideology
- Delegates may use **mockups** from the internet to design their product
- The logo made in Phase 1 must be utilized in the design of the product
- Delegates may choose to design packaging (boxes, tote bags etc.) for their product, if they think it complements the product.

Judging Criteria for Round 1:

- Originality/Creativity
- Skills set (How familiar you are with the software you use)
- Innovation (Does the design stand out, and offer something new)
- Aesthetics (Artistic value, neatness, shape, color, texture, finishing)
- Design Principles (Scale, proportions, composition, typography)
- Design Philosophy (The short paragraph they were required to write in Phase 1)
- Utilization of logo on product (How effectively was the logo utilized in the design of the product)

Round 2 – Advertisement

Time - 2 hours 30 minutes

Delegate Cap - 2

Round Details

Delegates will be allotted a particular celebrity whom their company has sponsored. They will be required to design promotional advertisement for their company's product (which they made in round 1), and the allotted celebrity must be incorporated into the ad.

Delegates can choose to design their promotional advertisement as either:

1. a set of 3 Instagram posts
2. a billboard
3. a website page
4. any other medium they deem relevant

Delegates will also be required to write a short paragraph (100-200 words) explaining the idea behind their advertisement, which can include points such as:

- the marketing approach
- how they made use of consumer psychology
- why the celebrity they used in their ad was the best fit (though the celebrity will be randomly allotted, they will have to think of why they are the best fit for their brand)

- any other factors they may have considered to make their product more appealing to the consumers

Judging Criteria for Round 2:

- Originality/Creativity
- Skills set (How familiar you are with the software you use)
- Innovation (Does the design stand out, and offer something new)
- Aesthetics (Artistic value, neatness, shape, color, texture, finishing)
- Design Principles (Scale, proportions, composition, typography)
- Impact/Effectiveness of ad (How effective was the ad in marketing the product)
- The paragraph
- Utilization of Celebrity (How effectively was the celebrity utilized to market their product)

General Guidelines

- Delegates may use reference material from the internet, however, no direct tracing, nor copying of a pre-existing logo is allowed.
- For both rounds, delegates will have to manage and arrange their own equipment, for example, laptops, iPads, Graphic Tablets and other relevant equipment.
- Recommended software for PC is Adobe Illustrator, Adobe Photoshop, etc.
- Recommended software(s) for iPad are: Procreate etc.
- Other software of preference is allowed, though they must be approved by the sub-event head before the round starts