

Advertising Design

PURPOSE:

To encourage young people to develop skills needed for designing Advertisement for Christian Events and the budgeting for the costs involved with advertising.

GUIDELINES:

1. Size: The design can be expectable newspaper sizes. Remember that you have a budget with which to work, and that cost is a factor in size.
2. The following Information must be on the advertisement: LTC Theme; LTC Location, including address Time and Date; Event you are wishing to publicize (for example – Speech by Robby Popular).
3. Students shall develop a cost analysis showing what it will cost to actually produce it.
4. Identification: On a cover sheet, include participant's name(s), home congregation, and age level. This event can be done as a team or individually. If done as a team, print a team sheet from the registration website and enclose it with the entry.
5. Adult Assistance: Adult assistance shall be limited to that of advice and supervision.
6. Grade Level/Numbers: An unlimited number of individuals from each congregation are allowed per grade level.
7. Grade Levels 3-12.

AWARDS:

Each advertising design and budget will be evaluated by at least two evaluators. A feedback sheet will be provided for each participant. Awards are: Gold, Silver, and Bronze.

EVALUATION CRITERIA:

Adherence to the LTC Theme

Lettering Legibility

Does it create a desire to look at the advertisement?

Creativity

Use of Color

Design Layout

Neatness

Contrast (i.e., light/dark, rough/smooth)

Proportion/Size appropriateness

COACHES:

- Make certain that the students are correctly registered as LTC participants (whether or not they come to the convention) and **complete all requirements by the Pre-Convention Two Event deadline.**
- Advise students as they develop an advertisement design for the LTC event that follows the theme of LTC and is ready to take to the newspaper.
- Mail to the Event Coordinator a copy of the advertising design and the student's budget analysis of the cost of reproducing this design (with Team Sheet, if the entry is a team effort) by Pre-Convention Two Event deadline.
- Include a cover sheet as described above.