**HOUSTONFEST**         **SPRACHFEST**         **WINTERFEST**
**TEXAS STATE GERMAN CONTEST**

# Digital "Logo" Design
## Critique Sheet – DIGITAL EVENT

Contestant(s): _____

School: _____

Judges' Names:  _____   _____   _____

**INSTRUCTIONS TO JUDGES:** Please make sure you have read the "Instructions to Judges" sheet in your packet.

**RULES - This is a "digital event."**

Entry Limit:  1 entry per school (may be an individual or group project)

Size Limits and Formats:  1-2 megabytes; 2400 × 2000 px; .jpg, .gif, or .pdf

The first-place logo from each regional contest and the Texas State German Contest will become the official logo of that contest for the following year. It may be used for print and digital materials, including the contest website. Thus, if incorporating a year into the logo (it is not required), use the next year, e.g., at the 2040 contest, use the year 2041 if you use any year at all. **State qualifiers are encouraged to adapt their regional design to reflect the State contest.** Contestant(s) should NOT include your name or school in the image of the logo itself.

The logo must be German-related and some element of the design must relate to German contest. The logo may be animated or still. All images within the design must be original artwork and/or photos designed by or taken by the contestant(s). Images taken from the Internet or any other source are unacceptable. Contestant(s) may use pictures they have taken from prior contest years; however, no student faces may be visible. Photos of the various stages of creation and design by contestant(s) must be included. Any words, except for the contest name, must be in German.

### CRITERIA FOR JUDGING

1. **Originality and Creativity**:  The logo is original and creative and is German related.  The connection to German contest is easily identifiable. (0-25 points)


2. **Composition and Detail**:  The logo was designed with effective use of color/contrast, space and balance. The layout and attention to details make it unique.  (0-25 points)


3. **Presentation:** The logo looks professional and makes good use of media. It may show unexpected or well-executed use of software or other photographic capabilities.  Any words, except for the contest name, are in German and spelled correctly. (0-25 points)


4. **Overall effect:** The design is clean and appealing.  Animations (if any) enhance rather than distract.  It could be used as the German contest logo. (0-25 points)


**TOTAL POINTS:** (100 possible) _____
#### MORE COMMENTS TO HELP THE CONTESTANTS (Write on the back if necessary.)

2022