

# Proposal for Tech Wars Competition

## ADVERTISING DESIGN

### Contestants

**Format 1:** Individual contest – each school can send 1 or 2 students (3 if space available)

**Format 2:** Team contest – each school can send a team of 2 or 3 students (2 teams if space available)

Format will be determined by conducting a survey with participating schools.

### Tools, Equipment, Supplies & Materials

#### Required Software Knowledge

Page layout (InDesign, QuarkXpress)

Drawing (Illustrator)

Photo manipulation (PhotoShop)

Word Processing (MS Word, Pages etc.)

#### Required Equipment Knowledge

Apple Mac Computer

### Scope of Contest

Contest will include:

Creative Process (includes thumbnail sketches, rough and comprehensive)

Project Specs can include logo design, business package or advertisement

#### NOTE:

**All work must be original. NO templates or preformatted layouts allowed**

Contact Information:

**Roberta Schlehr**

Visual Communications Technology-Graphic Arts Printing

716.851.1827

[schlehr@ecc.edu](mailto:schlehr@ecc.edu)