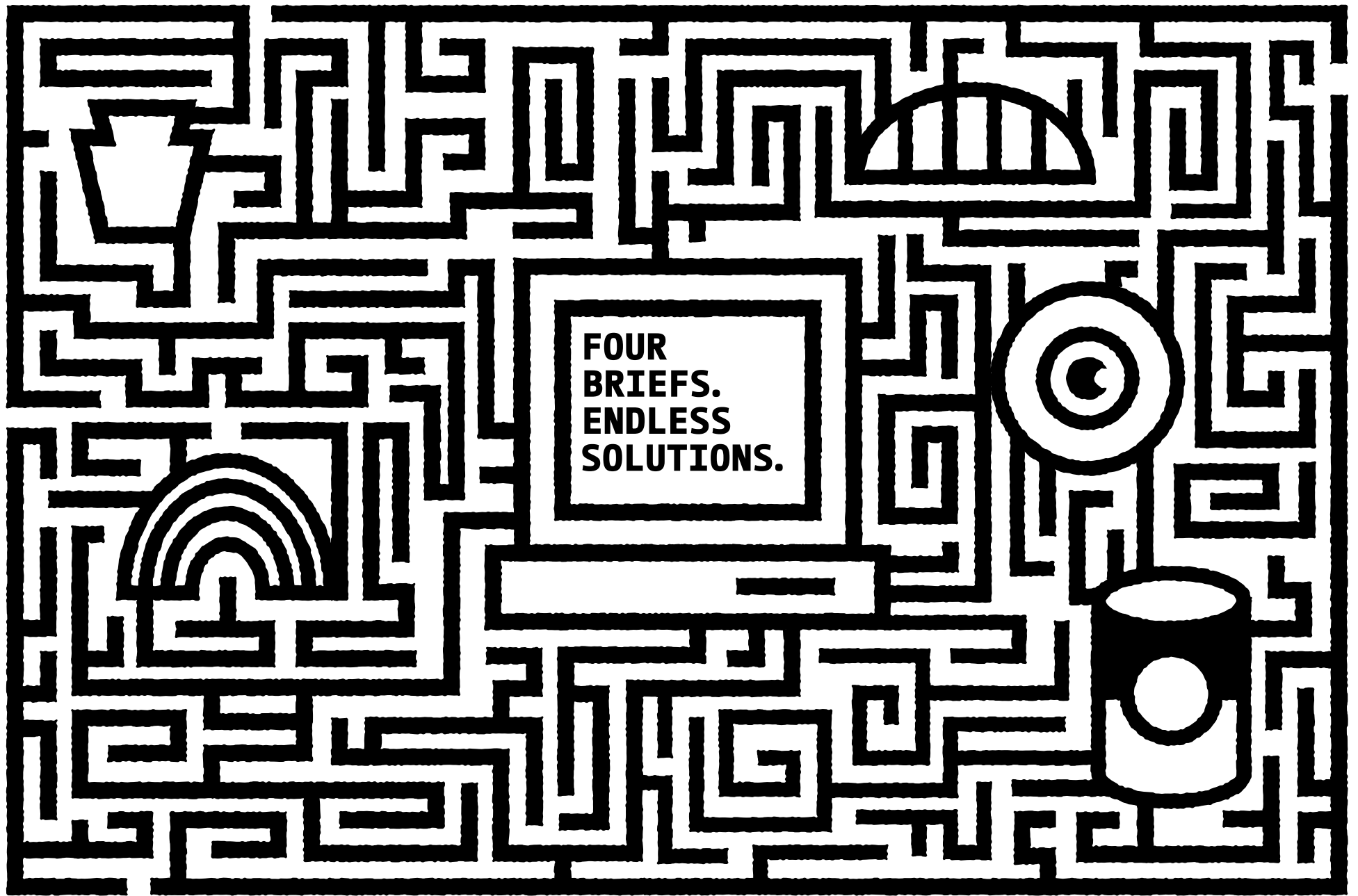


# CONTEXT STUDENT DESIGN COMPETITION 2019



**DEADLINE: MARCH 8, 2019**

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# CONTEXT

## About the Competition

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Context is a new annual event for graphic design students to compete against their peers on a level playing field. The format of the competition is inspired by the former Real Show, the decades-old student competition of The Art Directors Club of Metropolitan Washington (DC), which dissolved in 2013. Context features four real world design projects, previously completed by real clients of Pittsburgh design agencies.

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### ELIGIBILITY:

Eligible students must be enrolled in an undergraduate graphic design or related degree program OR be enrolled in at least one graphic design or related course at the time of submission.

### DEADLINE:

Entries must be received by **Friday March 8, 2019**.

### ENTRY FEES:

\$8 per entry for AIGA members.  
\$10 per entry for non-members.

*Entry fees will be collected through the online submission portal.*

### SUBMISSION:

Entries will be submitted and judged in a digital format — no assembly or postage required. Please visit [ContextContest.com](http://ContextContest.com) and follow the instructions for submission.

### WINNERS:

Winners will be announced at PGH365, AIGA Pittsburgh's annual show, on Friday, March 29, 2019. Please check [ContextContest.com](http://ContextContest.com) for updates about the event.

### QUESTIONS?

A list of frequently asked questions has been included on page seven of this PDF. For all other questions, please email us at [context.aiga@gmail.com](mailto:context.aiga@gmail.com).

### Important Note to Instructors:

Judges will be critiquing your student's font size and placement decisions, therefore all work must be presented in a flat format. Distorted or transformed digital or photographic mock-ups, like LiveSurface or Envato Elements, are not acceptable for submission. Submissions that violate this regulation will not be judged. See individual project briefs for specific information about required delivery format.

*Submission of an entry acknowledges the right of AIGA Pittsburgh to use it for exhibition and publication.*

# AIGA PITTSBURGH

## About AIGA

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### ABOUT OUR CHAPTER:

The Pittsburgh chapter is one of 72 chapters of AIGA, the professional association for design. Established in 1988, AIGA Pittsburgh has more than 300 members and a strong association of friends in the community who participate regularly in our events and programming.

AIGA Pittsburgh's diverse membership includes designers in all disciplines from student to long-practicing professionals in print, interactive, motion, branding, strategy, production, in-house, agency, freelance and more.

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### OUR MISSION:

AIGA advances design as a professional craft, strategic advantage and vital cultural force. As the largest community of design advocates, we bring together practitioners, enthusiasts, and patrons to amplify the voice of design and create the vision for a collective future. We define global standards and ethical practices, guide design education, enhance professional development, and make powerful tools and resources accessible to all.

### GET INVOLVED:

[pittsburgh.aiga.org/membership](http://pittsburgh.aiga.org/membership)

### President

Lindsay Quinter  
Strategist and Designer  
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[lindsayquinter@yahoo.com](mailto:lindsayquinter@yahoo.com)

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### Furever Home

LOGO, STATIONERY PACKAGE AND FACEBOOK BRANDING

#### ABOUT THE PROJECT:

October is National Adopt a Shelter Dog Month, and premium pet food brand, Rachael Ray Nutrish, will celebrate the month-long event with a special donation campaign, Furever Home.

This promotional program is designed to raise awareness of animal rescue and help shelter pets find the homes they deserve, while offering consumers an opportunity to spur donations from the brand to support animal rescue efforts.

During the month of October, for every “share” or “like” of Facebook or Instagram posts supporting Furever Home, the brand will donate \$1 to be evenly divided between two animal organizations, up to a maximum total donation of \$100,000.

#### KEY MESSAGES:

**Primary** | Every dog and cat’s most basic need is food, water...and a HOME and at Nutrish, we support rescue shelters and animal causes that work to find pets their Furever Home.

**Secondary** | Nutrish strives to do the best for all pets by supporting animal causes, shelters and rescue parents.

#### AUDIENCE:

Pet owners who are specialty/premium shoppers, mid+ income (\$75k+), with a lean towards animal cause and rescue enthusiasts.

#### ASSIGNMENT:

Design a logo, stationery package (business card, letterhead and envelope), and Facebook branding (profile photo and cover photo) for Furever Home. The logo must work in both print and digital applications.

#### DELIVERABLES:

- 1 Furever Home Logo
- 2 Stationery package (*Business card, letterhead and envelope*)
- 3 Facebook social branding (*Profile photo and cover photo*)

#### FINAL DELIVERY:

One, multiple page pdf that includes the following:

1. Stationery – Arrange all stationery elements FLAT on a 19”x15” artboard. (*Artboard background color may be black or white.*)
2. Logo – Place logo only on an 8.5”x11” white artboard
3. Social Branding – Please use provided PSD to mock-up the third page of your PDF using your social branding. Page should be exported to 8.5”x11”

#### Important Note About Presentation:

*Judges will be critiquing your student’s font size and placement decisions, therefore all work must be presented in a flat format. Distorted or transformed digital or photographic mock-ups, like LiveSurface or Envato Elements, are not acceptable for submission. Submissions that violate this regulation will not be judged.*

#### Important Note to Instructors:

While Furever Home is part of the Rachel Ray Nutrish brand, students may step outside of the existing brand aesthetics when conceptualizing their logos. Judges will be instructed to choose the best overall execution, with minimal consideration to how the event logo melds with the existing Rachel Ray Nutrish aesthetics.

## A Historic Rivalry / Steelers Game Day Program

EDITORIAL COVER AND TWO SPREAD FEATURE STORY

### ABOUT THE PROJECT:

The Terrible Towel may be the universal accessory for all Steelers fans, but the Game Day Program is a must-have for any die-hard Steelers fan at home games. The Game Day magazine showcases feature articles as well as timely facts and statistics about the Steelers and the visiting team. Additionally, the program includes features on the Steelers' history, fans, and the players' involvement in the local community.

The Game Day Program is sold at all Steelers home games.

### AUDIENCE:

60,000+ NFL football fans in attendance of Steelers home games at Heinz Field, Pittsburgh, PA.

### ASSIGNMENT:

Design a cover and two complementary spreads for a Steelers Game Day Main Story. Develop illustrations or find photographs to make for an appealing, attention grabbing cover and layout. Cover must relate to the main story while featuring different artwork than the opening spread of the layout.

### DELIVERABLES:

- 1 Cover (Page Size 8.125"x10.875")  
Must include price, date, story title, Steelers logo, GAME DAY logo, NFL logo and Week 10 vs. Dallas Cowboys.
- 2 Main Story, Two Full Spreads (Page Size 8.125"x10.875")  
Required text and assets can be downloaded [here](#).

### FINAL DELIVERY:

One multiple page pdf that includes the following:

1. Cover
2. Main Story, Two Full Spreads

*Final pdf MUST display as spreads. Students should export as spreads or set their pdf to display 2 up facing with cover.*

### Important Note About Presentation:

*Judges will be critiquing your student's font size and placement decisions, therefore all work must be presented in a flat format. Distorted or transformed digital or photographic mock-ups, like LiveSurface or Envato Elements, are not acceptable for submission. Submissions that violate this regulation will not be judged.*

# PROJECT 3

DIGITAL

## PGH365

LANDING PAGE, EMAIL AND SOCIAL MEDIA CAMPAIGN

### ABOUT THE PROJECT:

PGH365 is an annual design competition held in Pittsburgh, PA, by AIGA. The event strives to bring together designers from all creative disciplines, years of experience, and backgrounds to connect and win bragging rights for the year. The event is fun, high-energy, and above all, filled with the most talented work in the city.

### KEY MESSAGES:

**Primary** | PGH365 is a Design Competition of professional work from the last year only.

**Secondary** | PGH365's identity should be completely unique to previous years and convey the following brand characteristics: Professional, but still fun and approachable, along with connecting to all members of the community (print, interactive, motion, branding, strategy, production, in-house, agency, freelance, etc.)

### AUDIENCE:

Design professionals

### tone:

Bold, clever, memorable

### ASSIGNMENT:

Design an event theme for PGH365 that relates to the design community. The theme must work in print and web formats.

### DELIVERABLES:

- 1 Event Landing Page (Width 1440px)
- 2 Email (Width 640px)
- 3 Social Media Campaign (Set of three Instagram posts, Width 1080px)

Required website text can be downloaded [here](#).

### FINAL DELIVERY:

1. Event Landing Page – One 1440px wide PNG. Page may be any length.
2. Email – One 640px wide PNG. Email may be any length.
3. Social Media Campaign – 3 Instagram posts in either PNG or MP4 format.

### Important Note About Presentation:

*Judges will be critiquing your student's font size and placement decisions, therefore all work must be presented in a flat format. Distorted or transformed digital or photographic mock-ups, like LiveSurface or Envato Elements, are not acceptable for submission. Submissions that violate this regulation will not be judged.*

## Piazza Talarico

MENU AND PIZZA BOX DESIGN

### ABOUT THE PROJECT:

Piazza Talarico is a small, family owned, traditional Italian restaurant located in Pittsburgh's up and coming neighborhood of Lawrenceville.

### KEY MESSAGES:

**Primary** | Piazza Talarico is dedicated to serving simple, fresh, traditional Italian peasant food, inspired by family and tradition.

### AUDIENCE:

21+, typically middle-age couples and middle-age women, Pittsburghers and tourists.

### tone:

Traditional, Welcoming—like family, Quality, Appealing to the Senses, Clean, Easy to Understand

### ASSIGNMENT:

Design a menu and take out pizza box for Piazza Talarico.

### DELIVERABLES:

#### 1 Four Color Menu (*Any size or format*)

Must include existing Piazza Talarico logo and full provided Piazza Talarico food offerings.

#### 2 Two Color Pizza Box (10"x10")

Must include existing Piazza Talarico logo and the following text: Piazza Talarico, 3832 Penn Avenue, Pittsburgh, PA 15201, 412-652-9426

Logo assets and required menu text can be downloaded [here](#).

### FINAL DELIVERY:

One multiple page PDF that includes the following:

1. Menu – Any size, format and number of pages.
2. Pizza Box – Page should be exported as a flat 10"x10" square.

### Important Note About Presentation:

*Judges will be critiquing your student's font size and placement decisions, therefore all work must be presented in a flat format. Distorted or transformed digital or photographic mock-ups, like LiveSurface or Envato Elements, are not acceptable for submission. Submissions that violate this regulation will not be judged.*



## Frequently Asked Questions

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### **WHAT IF I'M NOT TAKING A GRAPHIC DESIGN RELATED COURSE THIS SEMESTER?**

Any student majoring or minoring in graphic design or a related field is eligible to enter Context.

### **DO I HAVE TO ENTER ALL FOUR CATEGORIES?**

Nope! Enter one or all four! The more the merrier!

### **CAN I ENTER MORE THAN ONE PROJECT IN THE SAME CATEGORY?**

Yes! There is no restriction on the number of entries one student may submit in a given category.

### **WHY ARE MASTER'S LEVEL STUDENTS NOT ELIGIBLE TO PARTICIPATE?**

Traditionally, a master's level student has had some agency experience already—which gives them an unfair advantage against the undergraduate students. We at AIGA Pittsburgh are coming up with opportunities to better engage the master's level students in our region. If you have a recommendation, please email [info@pittsburgh.aiga.org](mailto:info@pittsburgh.aiga.org)

### **WHO WILL BE JUDGING THE ENTRIES?**

Winning entries will be selected by a panel of professional graphic designers.

# PROJECT DONORS

## Featured Briefs were Donated by:

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### **MOXIE** / [moxieusa.com](http://moxieusa.com)

Moxie is a modern marketing solutions agency that expertly leverages the value of data, content and technology to help our clients grow. Founded in 2000, Moxie has nearly 500 talented employees in Atlanta, Los Angeles, New York and Pittsburgh. Owned by global media giant Zenith—part of the Publicis Groupe—Moxie is able to quickly leverage cross-company areas of enterprise, talent, experience, resources and tools.

Clients include Verizon Wireless, Verizon FiOS, The Coca-Cola Company, 20th Century Fox, Chick-fil-A, Nike, UPS, Ainsworth Pet Nutrition and Cisco Systems.

### **ACTUAL SIZE** / [actualsize.com](http://actualsize.com)

Actual Size is a branding and digital design agency. Fully-immersed and detail-obsessed, we're always designing for what matters most. Your audience. The actual size of things depends on perspective and the only perspective that matters is how a company's most important audiences view you. By providing comprehensive digital and print solutions, Actual Size is able to communicate ideas, products and services that get visibility and inspire action.

Clients include The News Literacy Project, Checkology, The Pittsburgh Steelers, The Auto Alliance, American Gas Association, Oxford Development, Foundation for Advancing Alcohol Responsibility and The Ford Motor Company.

### **BOOTSTRAP DESIGN CO** / [bootstrapdesignco.com](http://bootstrapdesignco.com)

Bootstrap Design Co. is an independent creative studio based in Pittsburgh, Pennsylvania that specializes in brand development and execution. Over the years we've worked with large clients, small clients and everything in between. We focus on taking a brand-driven approach to print, and interactive design. We find what is truly unique about a client and communicate it in a clear, relevant, and engaging way.

Clients include Burgatory, Slice on Broadway, Coast&Main, Urban Design Associates, Science Mill, Pittsburgh United Awareness Campaign, and Carnegie Mellon University

### **ELISCO, CREATIVE CAFÉ** / [elisco.com](http://elisco.com)

Comparing Elisco's Creative Café to a traditional ad agency? It's like apples and oranges.

We've combined our favorite elements from Campania, Bordeaux, and Napa and put them into our storefront on Butler Street. It's a new kind of venue and agency: a café-like setting where we serve fresh ideas daily and lunch periodically for friends. Here, we conduct business and celebrate life in a warm, well-lighted place that's conducive to creative thinking and growing fig trees. After all, we believe that a café lifestyle—morning espresso with friends, bike rides to the market, leisurely meals and a glass of wine with loved ones—is not only good for the soul, it's even better for business.

Clients include Ohio Valley Hospital, Bayer, Washington Financial Bank, Clearview Federal Credit Union, Vocelli Pizza, Alida's Woodfired Cucina, Pittsburgh Wine Festival, Jenny Lee Swirl Bread and Joy.