

Announcing a student website and logo design contest:

Design a new look for the Association for University Regional Campuses of Ohio (AURCO)

Overview

The Association for University Regional Campuses of Ohio (AURCO) is devoted to the professional development of the faculty throughout Ohio's twenty-three regional campuses. The association needs a new look for its website that will:

- Enhance the professional presence on the internet for AURCO;
- Create a centralized location for the AURCO Journal, conference and association information; and
- Create a community forum for Ohio university branch campus news, networking, and collaboration.

The winner will have his/her web page design work featured as the default template for the AURCO website. If the designer wishes, his/her professional website will be linked on the bottom of the home page along with suitable attribution text. This would be a great source of referrals for budding website designers.

The contest will have 3 tiers with the final presentation and judging taking place at the annual AURCO conference. Ideally the design should be professional and not too graphics heavy however, don't be afraid to be creative.

Contest Details

You are eligible to take part in this competition if you are a full-time or part-time student currently attending a university regional branch campus in Ohio:

- Bowling Green State University: Firelands
- Kent State University: Ashtabula | East Liverpool | Geauga | Salem | Stark | Trumbull | Tuscarawas
- Miami University: Hamilton | Middletown
- The Ohio State University: Lima | Mansfield | Marion | Newark
- Ohio University: Chillicothe | Eastern | Lancaster | Southern | Zanesville
- University of Akron: Wayne
- University of Cincinnati: Clermont | Raymond Walters
- Wright State University: Lake

The website/logo design contest was created as a means for students to gauge their design abilities against one another in order to earn the opportunity to create a production quality website.

All designs will be evaluated based on the following formula:

Creativity	40 points	Creativity refers to the unique artistic method in which the intended goal was achieved. Is it innovative and imaginative but still professional? Does it make AURCO look like an Association college educators would want to join?
Effectiveness	30 points	Design and creativity aside, does the design effectively communicate the intended message to the audience? In other words does it: <ul style="list-style-type: none">➤ Enhance the professional presence on the internet for AURCO?➤ Create a centralized location for the AURCO Journal, conference and association information?➤ Create a community forum for Ohio branch campus news, networking, and collaboration?
Practicality, Scalability & Usability	30 points	How does the design measure up in real-life circumstances in terms of speed and load times, accessibility, flow, etc.? Will it be easy to add navigational links the design to accommodate changing needs of AURCO over time?
Ethics	Pass or Fail	All artwork must be original. The source of all photographs must be properly documented.

Before You Begin

1. Make sure to read and understand the [rules](#).
2. Read carefully the [client specifications](#) described below and be sure you understand them well.
3. Prepare the artwork in accordance with the [technical specifications](#) described below.
4. Follow the [submission process](#) instructions.

Rules

Eligibility	<p>Full-time or part-time student currently attending a branch campus college in Ohio:</p> <ul style="list-style-type: none"> - Bowling Green State University: Firelands - Kent State University: Ashtabula East Liverpool Geauga Salem Stark Trumbull Tuscarawas - Miami University: Hamilton Middletown - The Ohio State University: Lima Mansfield Marion Newark - Ohio University: Chillicothe Eastern Lancaster Southern Zanesville - University of Akron: Wayne - University of Cincinnati: Clermont Raymond Walters - Wright State University: Lake
Entry Fee	Free
Deadlines	<p>Tier 1 December 15, 2007</p> <p>All students attending a regional campus in Ohio are eligible to participate at this level. Top scores will be given feedback and invited to participate at tier 2.</p> <p>Tier 2 February 1, 2008</p> <p>Only those students invited to participate at tier 2 are eligible to participate at this level. Students admitted to this tier will be given additional feedback to complete and/or improve their original submitted design to submit to the final judging process. Top scores at this level will be invited to present their designs at the AURCO conference in April.</p> <p>Tier 3 April 4-5, 2008 – AURCO Conference – University of Cincinnati Raymond Walters College</p> <p>The top 4 designers will be invited to present their web page design at the AURCO conference in April where the final judging will take place.</p>
Entry	All entries must follow the official submittal process outlined.
Grading	<p>All designs will be evaluated by real life design professionals or design educators, based on the following formula:</p> <ul style="list-style-type: none"> > Creativity – 40 points > Effectiveness – 30 points > Practicality, Scalability & Usability – 30 points > Ethics – pass or fail
Prizes	<p>The winner will have his/her web page design work featured as the default template for the AURCO website. If the designer wishes, his/her professional website will be linked on the bottom of the home page along with suitable attribution text.</p> <p>Certificates of Participation will be awarded to all finalists invited to present their design at the AURCO conference and a recognition plaque will be awarded to the winner. The winner will receive a book scholarship, deposited into their university/college account.</p>
Permission	Contestant grants AURCO permission to display the winner's name, college name, photo, or artwork on the AURCO web site for promotional purposes.
Copyright	AURCO assumes all submitted artwork are the work and/or property of the designer submitting the work. AURCO will not be liable for any copyright infringement on the part of the contestant.
Notes	AURCO reserves the right to refuse service, or revoke award from any individual, whose artwork does not fall within the ethical guidelines set forth by AURCO, whether before, during or after the judging is complete. AURCO shall not be held accountable or responsible for any lost or stolen entries.

Client Specifications

Your design must meet the following specifications to meet the needs of the AURCO organization.

Purpose	<p>AURCO is devoted to the professional development of the faculty throughout Ohio's twenty-three university regional campuses.</p> <p>AURCO needs a new look for its website that will:</p> <ul style="list-style-type: none"> ➤ Enhance the professional presence on the internet for AURCO. ➤ Create a centralized location for the AURCO Journal, conference and association information. ➤ Create a community forum for Ohio branch campus news, networking, and collaboration.
Users	Faculty, Staff and Administrators from the 23 university regional campuses in Ohio
Logo	The new logo should include at least include "AURCO" somewhere in the design. If possible, include the full organization name "Association for Regional Campuses of Ohio".
Web Page	<p>The design should have a complete new look including a new logo for AURCO. Contestants can learn more about AURCO from its current page at http://www.rwc.uc.edu/aurco/.</p> <p>Two web pages are required for the submission: the home page and a second page titled "AURCO Mission". Instructions for content are below.</p>
Home Page	<p>The "home" page must contain at least the following links:</p> <p>AURCO Mission</p> <p>Contact AURCO</p> <p>Campus Links</p> <p>AURCO Journal</p> <p>AURCO Conference</p> <p>Feel free to add additional links if you. Use dummy text anywhere text is required. The dummy text should describe what is expected to appear in the text area. Fictional photos can be used as well.</p>
Second Page	The second page must contain the description of the AURCO mission. The page can be reached from the home page by clicking on the AURCO Mission link. Use dummy text in the text area. Fictional photos can be used as well.
Navigation	<p>A Global Navigation System is required. A global navigation system appears consistently on every page of the site that you create and offers navigation options for the entire site. For example, the simplest navigation system consists of a navigation bar that appears on each page. You can choose this option or any more complex navigation bar that provides a global navigation system to the future website. Your imagination is your limitation. The ability to "go home" from any page is also required.</p> <p>All the hyperlinks of the homepage and the second page must be active. No broken links are accepted. The hyperlinks that do not require new page creation (for example a link to a campus college) must be linked to the appropriate website. The hyperlinks that require a future page creation must be linked to the "AURCO Mission" webpage.</p>
Current AURCO Website URL	<p>http://www.rwc.uc.edu/aurco/</p> <p>*Please note that the current website <i>incorrectly</i> indicates that the AURCO stands for Association of University Regional Campuses in Ohio.</p> <p>The <i>correct</i> association name is: Association for University Regional Campuses of Ohio.</p>

Technical Specifications

You will need to submit four files, in addition to the valid URL:

- text file of the code for the homepage
- text file of the code for the second page
- screenshot of the homepage (be sure that we can see the whole homepage in the screen shot)
- screenshot of a second page (be sure that we can see the whole page in the screen shot)
- valid URL

Logo

File Type	Supported formats for pictures and images as well as the new logo are GIF, JPEG or PING.
Quality	Medium (or better)
DPI	72 dpi
Dimension	A strict dimension is not required however the intent is that AURCO could use the logo for future items such as on the Journal, stationary, t-shirts, etc.
File Name	Please use your name within each file name. The file name may NOT contain any spaces. For example: <i>julie_smith_logo.gif.</i>

Web Pages

File Type	Supported format for the webpages is HTML. Supported formats for pictures and images are GIF, JPEG or PING. PHP or JavaScript may be used for the webpage, but it is not required.
Dimension	A strict dimension is not required however, the content of the web page and the artwork must be contained in an area that does not require scrolling while visited.
File Names	Please use your name within each file name. The file name may NOT contain any spaces.
	Examples:
	<ul style="list-style-type: none">- <i>julie_smith_homepage.html</i> (code for homepage)- <i>julie_smith_secondpage.html</i> (code for second page)- <i>julie_smith_homepage.doc</i> (screenshot of homepage)- <i>julie_smith_secondpage.doc</i> (screenshot of second page)
URL	Submit your website address for the proposed AURCO design, including http://

If you do not have access to a college web server, you can use any of the free sites available on the web or contact the contest organizers to arrange an alternate submission.

Submission Process for Tier 1 - Deadline: December 15, 2007

1. Prepare an e-mail message with the following information. This will be considered your participation form:
 - a. To: rkristo@bgsu.edu
 - b. Subject: AURCO Website & Logo Design Contest
 - c. Body:
 - i. Designer Full Name (you):
 - ii. College Name:
 - iii. Email Address:
 - iv. Contact Phone Number:
 - v. Professor Name (class instructor, advisor, etc. who can vouch for you being a student at the college):
 - vi. URL (your current web site address, including http://):
 - vii. Attach the following 4 items:
 1. the code for your homepage
 2. the code for your second page
 3. a screenshot of the homepage
 4. a screenshot the second page
2. Send above email by midnight on **December 15, 2007** to Rachelle Kristof Hippler at rkristo@bgsu.edu.
3. You will receive a confirmation email within a week.
4. Feedback and invitations to participate in the next tier will be sent within a month.

Who to contact for more Information:

Rachelle Kristof Hippler
Bowling Green State University
Firelands
rkristo@bgsu.edu

Dr. Angela Guercio
Kent State University Stark
aguercio@kent.edu