# Competition Cover Sheet | The Armstrong Family Foundation Award for Communication Design

**Eligibility: Students who are majoring or minoring in English**
**Submission Deadline: April 18**

**Name:** _____

**Student ID #:** _____  **E-mail Address:** _____

**Local Address:** _____

_____

**Class(es) & Professor(s) for which material was created:** _____

_____

## What documents are eligible to enter?

- Any sample of your professional writing that demonstrates your ability to design information for a specific purpose and audience (e.g. user guides, brochures, websites & other documents).

- The document(s) may come from courses in the Professional Writing program or from the workplace (e.g. an internship or co-op experience).

- The sample may be a single document or a portfolio of documents. It should represent a significant design effort: the minimum should be the equivalent of five text or web pages, and the maximum should be the equivalent of 25 pages.

- No copyrighted material may be used in your designs without written permission from the copyright holder.

## How should I format the entry?

- The texts may be in hard copy, on a CD/DVD, or on the web. Regardless of submission format, please submit the cover memo in hard copy.

- If you submit items on a CD/DVD, please ensure they are in PDF format so that all fonts and images display correctly.

- If you submit items on the web, please be sure your cover memo includes the URL.

## What should be included with the entry?

- Completely fill out this cover sheet and include it with your entry.

- In a separate memo (maximum 1 page), explain the context, purpose, and audience for your design(s). Please submit a hard copy of the memo, regardless of the format of your submission.

- Delete references to your name from all documents, with the exception of the cover sheet and memo.

- Place all hardcopy items in a 9.5 x 12" manila envelope. On the outside, print your name and list the items included.

## How will the entries be evaluated?

- The entry should demonstrate your ability to design effective documents that meet the needs of your audience(s).

- The entry will be evaluated in terms of the effectiveness of its communication design, including the application of design principles (e.g. contrast, clarity, grouping, etc.), the use of color and space, originality, and the overall form of the document(s).

**Submit items to Carlos Evia (cevia@vt.edu, Mailbox 40, 439 Shanks).**