



**Jennifer L. Jones**  
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**2012 Logo Design Challenge**  
**District Arts & After School Showcase Theme:**  
**2012 theme “Art Works!”**

December 29, 2011

Dear FHS Art and Business/Technology Teachers,

This is an exciting opportunity for Fitchburg High School students to design a logo for our 10<sup>th</sup> Annual District Arts and After School Showcase to be held May 3, 2012 at Fitchburg High School. Members of the Arts Showcase Committee will select the winning design. One entry per student enrolled at Fitchburg High School. 1<sup>st</sup> place winner will receive a scholarship award of \$150.00; 2<sup>nd</sup> Place, \$100.00; and 3<sup>rd</sup> Place, \$50.00. The winning design will be reproduced for promotional items such as T-shirts, pins, stickers, posters, coffee cups, programs, letterhead, etc. All participating students will have their work on display at the Annual Showcase and will be recognized at the event. The top three winners will be awarded their scholarship at the Showcase. Winning FHS seniors will be recognized again at the Senior Awards Night.

***Design Specifications:***

**THEME:** Your design must include the following words ***Art Works!*** Think about the following ideas:

1. The word ***Art*** includes all forms of music, dance, drama, and visual arts.
2. Think about the significance of the arts in creative thinking and solving problems in a global society.
3. In what way does art “work” in our daily lives, our future and history?
4. What role do the arts play in the schools and community?
5. Where do you find or experience arts?
6. How do the arts affect the lives of all of us?
7. How do people express themselves through the arts?
8. Why is it important for children and youth to have opportunities in the arts?

**Create one design.** Present your design in **two** of the three formats:

1. Black and White
2. Black and white with one (1) color
3. Full Color
4. Size of image: 5" x 7" or 8" x 11"

**Medium:**

1. It is preferable that you create your image using computer software applications.
2. If you create your image by hand, your image must be clean to be digitally reproduced.

**DEADLINE FOR ENTRIES: Monday, March 5, 2012**

***Please submit your entry to Jennifer Jones, Director of Arts at Central Office, 376 South Street. Include your name, grade and teacher. The winners will be announced the week of March 22<sup>nd</sup>.***

**For additional information please call: 978-343-6714**