NYC College of Technology
Friday, June 3, 2016

the competition

Created in 2001 by a CTE graphics teacher, the annual Graphics Competition is open to all NYC DOE graphics students. After an on-line round in April, Finalists are invited to CUNY's CityTech in Brooklyn in June to compete one of seven categories: Graphic Design, Digital Photography, Package Design, Video Production, Digital Illustration, Web Design, and Student Filmmaking.

On site at the college, over a hundred and twenty Finalists are presented with a theme and get four hours to produce work in their category. Judging happens during lunch, and First, Second and Third Place winners in each category receive trophies, cash and prizes in an exuberant Awards Ceremony.

middle school participation

In 2016, the Graphics Commission plans to launch a middle school category. We need to craft a meaningful contest in which students create a graphic product that can be guided by academic teachers, preferably across disciplines.

We'll develop a live pilot for 2016 and roll out the full competition citywide in 2017.

the plan (so far)

In February 2017 along with our regular launch, we'll post the Middle School category theme and rubric open to all schools. By April 26, entrants will submit their work on line for judging, and the Finalists will be invited to the Competition in June

Ideally, we'll recruit CTE graphics high schools who are experienced in the Competition to mentor the middle school educators.

We'll build capacity by prepping Middle School teachers with focused PD sessions, available on line as well as live. As needed, we'll cover technology options, interdisciplinary teaching techniques and competition tips and tricks.

The high school competition succeeds because of the participation of CTE teachers who develop the rubrics, pick the themes and set the rules. In the Finals, CUNY professors and industry experts help proctor the proceedings and judge the winners. The goal is education, not just a race to the top.

Our middle school competition theme should be broad and accessible. Some examples of past Competition themes include "My City," "Life in the Shadows" and "My Favorite Team." We should think about themes that cross academic disciplines and that empower students' voices.

In form, we'll remain open in the technology requirements. T he student work should be a standalone graphic product that tells the students' story, but it could be embodied in different graphic formats.

Entries can be produced as: PowerPoint presentations; video programs; Adobe Story Telling apps; Prezis; web pages; comic books or magazine-like photo layouts. The final pieces will be downloaded to the judges for the Qualifying Round.

Students selected for the Finals will come to CityTech in June to present their work to a panel of judges. Trophies, cash and prizes for First, Second and Third Place winners (and the First Place School) will be presented on stage at the beginning of the Graphics Competition Awards Ceremony.

what we need now

- ☐ A great theme and rubric
- ☐ Middle School educators to advise, proctor and judge
- ☐ Professional development in graphics and technology for Middle School teachers (see the Story Telling webinar: http://bit.ly/mdgraph)
- ☐ CTE high school mentors
- ☐ Insight on schedules, outreach and prize levels

PLANNING DOCUMENT
Please email comments and questions about this plan to vice-chair Jack Powers:

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