

The Armstrong Family Foundation Award for Communication Design

Eligibility: Students who are majoring or minoring in English
Submission Deadline: April 1

Name: _____

Student ID #: _____

Local Address: _____

E-mail 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 (for example, user guides, brochures, websites, graphics, or 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 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.
- The sample may be a single document or a portfolio of documents.

How should I format the entry?

- The texts may be in hard copy, on a CD/DVD, or on the WWW.
- If you submit your files on a CD/DVD, please submit them in PDF format to ensure that all fonts, images, etc. display correctly.
- If you submit items located on the WWW, please submit a hard copy of your cover letter, including the URL.

What should be included with the entry?

- This cover sheet must be completely filled out and included with the entry.
- A separate memo (maximum 1 page) should explain the context, purpose, and audience for your design(s).
- All references to your name should be deleted from all documents, with the exception of the cover sheet and memo.
- All items should be placed 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 Eva Brumberger (ebrumber@vt.edu, Mailbox 8, 427 Shanks).