ALLAN A. C. GRIFFITH, SR. EDUCATION DEPARTMENT
NATIONAL UNITED CHURCH USHERS ASSOCIATION OF AMERICA, INC.

National Education "STEAM-GRAPHIC DESIGN" Contest

RULES AND REGULATIONS GOVERNING THE
NATIONAL "STEAM" CONTEST

WHO IS ELIGIBLE:

…any Junior Usher or Young Adult Usher who is a member of an Usher Board whose Senior Usher Board is a member of a local Organization; that Local is a member of a State Organization; and that State is a member of the National United Church Ushers Association of America, Incorporated {NUCUAA}.

…scholars from the second year high-school {10th Grade} through the **1st year of college** inclusive.

…non-professionals in the field contested, i.e., cannot have received a salary or stipend as a writer, editor, or journalist. Participation in a religious, social, or political competition for which a contestant may have received a one-time monetary award is **not** disqualifying.

…must have served on the Local board for at least **2 years** before entering the Contest, and active. In the event of relocation within the United States, the junior or young adult usher must request a transfer to the Local board of his/her choice within 1 year.

…must have won 1st or 2nd place in the Competitions held in the **Local, State, and Region**. Payment of contestant travel, housing, and expenses to the National Contest is left solely to the discretion of each Region.

…must perform with at least 80% accuracy at all levels of competition to be eligible to participate in the National Competition.

…a participant who has **(previously)** received one of the National Scholarship prizes will **not** be eligible to enter the Contest again.

The National "STEAM-GRAHPIC DESIGN" Contest will be held in the Grand Ballroom of the Host Hotel on Thursday of the Convention week at 7:00 PM

THE NATIONAL CONTEST

The National "STEAM" Contest will be held during the National Convention week at a place and time designated by the Convention **presently** on Thursday evening of the Convention week at 7:00 PM. In order to compete in the National Contest, the contestant must be the **1ˢᵗ and 2ⁿᵈ place winners** of the highest level of competition within the Region represented. Payment of contestant travel, housing, and expenses either to the National Contest or to intermediate competition{s} within a State is left solely to the discretion of each State and Region.

PRIZES TO BE AWARDED

Four scholarships will be awarded at the **National Contest** by the R. E. Harshaw, Jr. Foundation:

- ■   First Prize $5,000
- ■   Second Prize $4,000
- ■   Third Prize $2,500
- ■   Fourth Prize $1,500

All scholarship awards will be made in **four** equal installments directly to the winning contestants' college / university / school upon verification of admission / enrollment. A second-year high school winner must start to use his / her scholarship not later than 3 years from the date of award, or the scholarship is forfeited. A third-year high school winner must start to use his / her scholarship not later than 2 years from the date of award, or the scholarship is forfeited. A winner in the first year of college is expected to begin use of his / her scholarship in the impending academic year. In the case of military service, the above-listed times for use of scholarship may be waived**.** Those contestants not placing in the Contest receive a love donation. In addition, the R. E. Harshaw, Jr. Foundation Board of Trustees provides yearly grants of $250.00 to be matched by State funds for a total of $500.00 awarded to deserving students in member states.

PRIZES TO BE AWARDED

Three prizes will be awarded at the **National Contest** by the Allan A. C. Griffith, Sr. Education Department if Awards are **not** given by the R. E. Harshaw, Jr. Foundation:

- ■   First Prize $500.00
- ■   Second Prize $250.00
- ■   Third Prize $150.00

All prizes will be made payable to the parents of the contestants, and will be received prior to leaving the seat of the Convention. There are no stipulations as to the use of the prize money.

In addition, the R. E. Harshaw, Jr. Foundation Board of Trustees provides yearly grants of $250.00 to be matched by State funds for a total of $500.00 being awarded to deserving students in member States. This does <u>not</u> make the winner or the participants ineligible for this grant, but it is entirely the States' decision.

<u>CONTEST REQUIREMENTS</u>

1. The contestant must create an original graphic design artwork
2. The contestant must select one of the following projects:
   a. Design a new creative, colorful **<u>LOGO</u>** for the Junior and Young People's Department, which includes the NUCUAA Seal
   b. Design a **<u>POSTER</u>** that advertises the 106th National Convention in Phoenix Arizona – July 2025. It should include the NUCUAA Seal, **and** information about Phoenix, Arizona.
   c. Design a new **<u>Emblem</u>** acknowledging the Allan A. C. Griffith, Sr. Education Department, and all six of its categories {*Essay, Oration, Vocal, Instrumental, Spelling Bee, and STEAM*}
3. The contestant can use an electronic software like Photoshop, PowerPoint, Canva, Adobe Photoshop, etc. to create the graphic design
4. The graphic design **<u>MUST</u>** be presented in a digital format {jpeg, tiff, png, or gif}, and an 8 ½ x 11 inch color printed Poster
5. The contestant must submit an "Essay" that explains in specific detail the "**<u>MOTIVATION and METHOD</u>**" behind their artwork. The contestant will read the "Essay" to the audience during the Competition
6. The contestant will participate in an IMPROMPTU Session on the day of the Contest to create a graphic design. You will be expected to provide your own art utensils, drawing software, and / or electronic device

Contestants must comply with the following:

1. Each contestant who will compete in the National **STEAM-GRAPHIC DESIGN** Contest must complete the National "STEAM-GRAPHIC DESIGN" Contest Application Form. **The application must be typewritten.** Contestants must make certain that their completed forms are in the hands of the Education Chairman in their Region well before the due date so that the applications can be mailed by the Regional Education Chairman in a timely manner. The completed and signed applications must reach the National Education Chairman **No Later Than June 1st of the Contest year.**

2. Each contestant who will compete in the National Contest must have achieved a minimum of **80 points** at the Local, State, and Region levels.

3. Each contestant must perform the same selection at **all levels** of the competition, i.e., Local, State, Region, and National. **Failure to do so will result in his or her disqualification from the National Contest**.

4. All contestants must submit:

   a. **Five {5} COLORED** printed Posters, at the expense of the contestant, must be 8 ½ by 11 to be distributed to the judges
   b. **Five {5} typewritten copies** {double-spaced} of his or her **Region** Essay presentation thoroughly explaining the "**MOTIVATION and METHOD**" of the graphic design on the day of the Contest. There must not be any reference to your name, Church name, State, or Region in your oration. Failure to comply will result in disqualification.
   c. One Digital poster in a jpeg, tiff, png, or gif format for the judges.

5. The appropriate salutation for the **Contestant** is: "**Good Evening Ladies and Gentlemen. My Graphic Design is _____.**"

6. The time limit for the performance of each contestant is **10 minutes**, and will be strictly enforced. The minimum time for each "Essay" is **3 minutes**. An official Timekeeper will be present for the Competition. **Any contestant who exceeds or falls under the time limit will be allowed to complete his or her performance, but will be disqualified prior to computation of the Judges' scoring sheets. The brief salutation identified in #5 above will be included in the 10-minute time limit.**

7. The type of attire to be worn at the Local, State, and Region Contest may vary. However, the attire for all contestants at the National Contest **must be formal attire**. Young men will wear a black suit or black tuxedo with a white shirt, black tie, and black shoes. Young ladies will wear evening gowns {floor length}. **No strapless gowns are to be worn. There are no exceptions!**

8. The dress code for Judges is as follows: **men will wear business attire** – suit or jacket and slacks, shirt, and tie; **ladies will wear business attire.**

9. **All contestants must arrive at the National Convention on or before 12:00 Noon Tuesday of the Convention week. They must contact the National Chairman at the time of their arrival**.

10. **All contestants must be registered for the National Convention as a Delegate from the State they are representing, and must attend and participate in the daily business session of the Junior and Young People's Department during the National Convention.**

11. **<u>Videotaping, Recording, and Pictures of any type</u>** are not allowed at the National Contest.

12. There shall be a Timekeeper, three Tally Persons {one of the three must be the Head Tally Person}, and one Runner.

13. An **Impromptu Contest** will be given to the contestants on the morning of the STEAM Contest {time to be set by the National Education Chairman}. This will account for **10 points** of the total score. If the contestant does not participate in the Impromptu, the 10 points will be deducted from the score, which may cause them to lose the Contest.

<u>Judges</u>

1. Please check with local high-schools, Teachers' Unions, and / or educational organizations to secure qualified Judges at least 2 months in advance of the Contest because of calendar commitments.

2. Each Judge must complete the Judge Qualification and Biography Form.

3. **<u>Qualification</u>** – the Judge should be a current or former secondary {high-school} Art / Graphic Design teacher, or a Professional Expert / Graphic Designer. The rationale is those teachers instruct in those content areas. A college professor should not be used as a Judge **unless** there is a specialty in graphic design.

4. Judges should be briefed on the Rules and Regulations by a knowledgeable Education Department Worker and / or the National / Region Education Chairman before the Contest begins.

5. There shall be three Judges and one Alternate Judge, making a total of four Judges. There shall be a Head Judge to be decided amongst the Judges to give the scores – starting with the lowest to the highest score – of all contestants, and then declaring the 4th, 3rd, 2nd, and 1st Place Winners.

6. The Judges for the STEAM-GRAPHIC DESIGN Contest will be allowed to critique **the written portion of the Contest before the actual performance.** The results will be identified by contestant number, and then sealed. It will be opened and calculated with the Delivery and Stage Presence Score.

7. The Judges will be given a monetary donation of $150.00 coming from the National Education Department funds. **Special Note:** the specific donation amount is subject to be changed based on current economics. Each Region / State can determine what donation is to be given to their Judges.

8. The Judges' dress code will be **Business Attire**.

14. The contestants are allowed to use a microphone for the Contest.

15. Contestants are allowed to use gestures, expressions, drama, and movements.

ADDITIONAL CONTEST INFORMATION

1. A rehearsal room will be made available at the National Convention for use by the contestants. An equal amount of time per day will be allotted to each contestant.

2. The order of performance for the National Contest will be determined by drawing numbers prior to the Impromptu Contest.

3. The Tally Persons will calculate the scores of the Judges for each contestant. The Master Tally Person will record the results on the Contest Summary Tally Sheet, and sign at the bottom of the Form. The Master Tally Person will then transfer the necessary information to the Contest Winners' Form. The Judges and the three Tally Persons will sign the form to certify its authenticity. The Contest Winners' Form is then given to the Head Judge for announcement of category placements.

4. There will be four {4} winners announced. The Head Judge will announce the runners up, and then the winners from the Contest Winners' Form beginning with 4th Place. **THE JUDGES' DECISION IS FINAL**.

5. Each person attending the National Education Contest must give a donation of $10.00 through pre-registration for the cost of a ticket. Non-registered attendees must give a donation of $10.00 at the door, and receive a ticket from the National Education Department or the National Board of Directors. **Special Note:** The specific donation amount is subject to be changed based on current economics.

RESPONSIBILITIES OF REGIONS AND STATES

1. Each State is responsible for a donation of **$200.00**, whether they have a contestant or not, to the R. E. Harshaw, Jr. Foundation.

2. Each Region may have two contestants.

3. All Region and State Chairmen are responsible for distributing and **EXPLAINING** all Contest materials to their local Chairmen. Local Chairmen should distribute this packet of information to all contestants – including the Scoring Rubric.

4. The STEAM Competition must occur within a PLACE that is spacious {dance}, internet connection {graphic design / movie}, audio / visual – microphone, projector, computer, etc. {dance, graphic design, arts, engineering, math}.

5. All contestants must be a member of the Junior and Young People's Department, and must be registered and attend their meetings to be eligible to participate in the National Education Contests.

6. All contestants must have competed at the State level, and pass with an 80% score to be eligible for the Region and National Contests.

7. All contestants must arrive at the National Convention before **12:00 Noon** on **Tuesday** of the Convention week. They must check in with the National Chairman before this time.

8. All parents should be given the Rules and Regulations in writing prior to the Contest. They must also be given the Pre-Condition Form to be signed by the contestant before the Education Contest.

9. All Region Chairmen are responsible for getting the completed, typewritten application to the National Chairman on or before the deadline date as stated by the National Chairman, or your contestant can be disqualified.

10. All Education Workers must explain to the contestants that they **will** retain the copyright for their work, but NUCUAA and its affiliates will use the project for advertisement, fundraisers, etc. to benefit the National, Region, State, and Local Church Ushers' Organizations.

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CHOICE OF IMPROMPTU DESIGN

The contestant should be allowed to use the same Illustrator, or draw freehand with the appropriate colored utensils {crayons, markers, pencils, etc.} to create the Impromptu design. The contestant has the responsibility of bringing the necessary utensils / materials to produce an Impromptu design. The Education Worker is encouraged to assist the contestant by having "amateur" tools available such as drawing pencils, crayon, Conte Sticks, graphite sticks, pens, sharpeners, erasers, ruler, etc. The maximum allotted time is 60 minutes before the Contest begins.

#1. **GRAFFITI Art** – "*Graffiti is a form of visual communication created in public places. Graffiti is differentiated from street art or graffiti art in that it is usually illegally produced*

and often involves the unauthorized marking of public or private spaces by individuals or groups." (Graffihttps://influencermarketinghub.com/ai-graphic-design-tools/ti A https://www.eden-gallery.com/news/what-is-graffiti-artrt: What Is Graffiti? Is Graffiti Art? – Eden Gallery (eden-gallery.com))

Use this definition of graffiti to create artwork using your initials. Use the same type of Illustrator, or draw freehand, to create a colorful representation of your initials that could be displayed on the "Wall" at the Education Contest.

#2. **CARICATURE ART** – "*A caricature is a drawing of a real person which distorts or exaggerates certain features, but still retains a likeness: in other words an exaggerated piece of portrait art."* *{http://www.visual-arts-cork.com/caricature-art.htm}*

Use this definition of a Caricature to create artwork depicting yourself in your Usher's uniform. Use the same type of Illustrator, or draw freehand, to create a colorful "exaggerated" representation of yourself.

#3. **EMOji ART –** "*Art Emojis are an easy way to express your creative desires. P*eople on the Internet use Emojis to express their emotions. To add to that, many studies verify that Emojis on social media posts have significantly increased a post's engagement ratio by up to 50%!* *{https://emojiguide.com/blog/art-emojis/}*

Use this definition to create an Emoji that expresses how you think and feel – RIGHT NOW. The creation must be an original not incorporating more than 50% of a current popular Emoji.

#4 **AI – Artificial Intelligence Graphic Design Artwork/Edit** – "AI **simulates human intelligence processes in machines and computer-controlled robots**. This allows computer systems to perform laborious tasks, helping humans focus on more important things." Each contestant must provide his / her own laptop. {https://influencermarketinghub.com/ai-graphic-design-tools/}

Use this definition to create a graphic design artwork / edit using Artificial Intelligence. A sample picture will be provided for the contestant to use their skill of Artificial Intelligence artwork / editing to create a graphic design project.

ALL ESSAYS MUST BE READ – NOT MEMORIZED!

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NATIONAL STEAM-GRAPHIC DESIGN CONTEST JUDGING CRITERIA

CATEGORY EXPLANATION

I.   **Project {50 points}**

Design and Composition *– The principles of design are balance, emphasis, movement, pattern, repetition, proportion, rhythm, and unity*

- ➢ *Member-generated logos show imagination, creativity, and originality*
- ➢ *Design gains attention and has eye appeal*
- ➢ *Effectiveness {easily understood, motivational, and accurate*

Graphic Relevance *– The elements of design are line, shape, form, color, texture, space, and value*

- ➢ *NUCUAA logo and tagline appear on flyer – {all or nothing}*

- ➢ **Color choices** *– Color principles include color wheel theory, complimentary, analogous, hue, etc.*

- ➢ *Color selection is appropriate for the theme {NUCUAA and Arizona}*

    Mechanics – Spelling *and Grammar*

- ➢ Design demonstrates awareness of the target audience
- ➢ Generated theme promotes NUCUAA {for all the categories}

Use of Illustrator – Photoshop, PowerPoint, Canva, Adobe Photoshop, etc.

- ➢ The design demonstrates an effective use of the tools and / or panels in the program. All the typography effectively relates to the graphics of the piece. The design is submitted in the appropriate format and effectively completes the prompt.

II.   **Essay {20 points}**

    a. Command of the English Language
    b. Thoroughly explains the motivation of the Poster

III.   Deliverance Stage Presentation {15 points}

    a. Poise and Appearance – Posture, platform presence, appropriate attire
    b. Voice – Tone quality, projection
    c. Communication – Audience eye contact
    d. Gestures – Appropriate hand motions, facial expressions, emotions
    e. Accuracy – Speech must follow manuscript {read the Essay}

IV.   Impromptu {15 points}

    a. Use of Illustrator – Contestant demonstrates an effective use of the Illustrator {Photoshop, Canva, PowerPoint, etc.}
    b. Graphic Composition – Artistically balanced. Colors and text greatly enhance the overall effect. Design is simple, clean, and attractive.
    c. Creativity – the Project reflects an exceptional degree of the contestants' originality.

V.   Total Score – **100 Points**