



**KENNESAW STATE  
UNIVERSITY**  
COLLEGE OF HUMANITIES  
AND SOCIAL SCIENCES

# Calling all student artists and graphic designers!


We need your help! The College of Humanities and Social Sciences is looking for graphic elements to support the visual identity for each of its two signature programs—Passport for Success and the Transdisciplinary Innovation Hubs. We are seeking current Kennesaw State University (KSU) graduate or undergraduate students who can design creative and innovative graphic elements, similar to logos, that will support and enhance our brand identity for these programs. You could win a \$250 VISA gift card while growing your personal portfolio. Please read the following for more details regarding logo design, contest rules, and submission requirements.



# Official Rules

The purpose of the contest is to design graphic elements to support our overall visual identity for each of our two signature programs: Passport to Success and the Transdisciplinary Innovation Hubs programs at the College of Humanities and Social Sciences at Kennesaw State University. The graphic elements may be used in all media – including online, print, video, on merchandise, advertisements, educational materials, and other visual collateral.

Following are the official contest rules:

- To be eligible, each entrant must be a currently registered Kennesaw State University (KSU) undergraduate or graduate student.
  - Students may submit as many designs as they would like. However, each one should include a separate entry form.
  - All submitted work must be the original work of the entrant and must not include, be based on, infringe upon or be derived from any pre-existing or third-party designs, trademarks, or copyrighted images. By entering the competition, entrant agrees that the submission is his/her own work.
  - Designs must be easily reproducible and scalable for large and small formatting.
  - Designs must adhere to the university brand standards. Information about the brand standards can be found in the [KSU brand guidelines](#).
  - They must be created in colors from the KSU color palette found on the next page and must also look good in a black and white or grayscale version.
  - The design must not include offensive language, imagery or themes.
  - The design should reflect the goals and benefits of the programs. See the explanation of the Passport to Success and Transdisciplinary Innovation Hubs programs later in this document.
  - The selected winner must submit a scalable vector version of the winning design so that it is adaptable for electronic and print media, for reproduction on small and large surfaces, and for use in color or in grayscale.
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## Official Rules, Continued

- By submitting the entry form, each entrant warrants that s/he understands, acknowledges, and agrees that upon submission all entries become the sole property of KSU. By submitting an entry, each entrant agrees that any and all intellectual property rights in the design are deemed assigned to KSU without further notice or compensation.
- Except where prohibited by law, an entry submission into this contest constitutes permission to use the winner's name, likeness, prize information, and information provided on the entry form for publicity purposes, without further notice, permission or compensation.
- KSU reserves the right to alter, modify, or revise the winning design to better fit the needs of the organization.
- The decisions of the Selection Committee will be final.
- KSU reserves the right to reject any submission not meeting these criteria.

### How to Enter

To enter the Design Contest, eligible participants must:

- Complete the Official Entry Form.
- Create a design in .jpeg or .pdf formats (If you are chosen as a winner, you must be able to provide a high-resolution vector file, e.g., in Adobe Illustrator, Photoshop, or InDesign).
- Only use colors that are part of the official KSU color palette as outlined in the [university brand standards](#).
- Submit entry forms and designs to skiser4@kennesaw.edu no later than September 25, 2020.

### Selection Criteria

The Selection Committee from the College of Humanities and Social Sciences that will review the design submissions will be comprised of:

- Shawn Long, Dean, College of Humanities and Social Sciences (CHSS)
- Shelly Kiser, Communications Manager, CHSS
- Evelina Sterling, Interim Assistant Dean of Research, CHSS; Director of Research Development and Strategic Initiatives, Office of Research; and Assistant Professor of Sociology, Department of Sociology and Criminal Justice
- Brian Wooten, Assistant Professor of Public Administration, Department of Interdisciplinary Studies



## Official Rules, Continued

The following criteria will be used to judge the submissions (though other criteria may be considered):

- Originality – Does the composition exhibit original design, creativity, and imagination?
- Aesthetic Quality – Does the design display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?
- Appropriateness – Does the design reflect the purpose, goals, and vision of the program?

Two \$250 VISA gift cards will awarded, one to the student who created the winning Transdisciplinary Innovation Hubs logo and one to the student who created the winning Passport to Success logo.

The winner will receive an email, sent to their provided email address, that they have been selected. The winner will also be announced via our website and social media.

The Selection Committee reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.

Click the link below to begin your entry. After you have completed the entry form, send your logo file in .jpg or .pdf form to [skiser@kennesaw.edu](mailto:skiser@kennesaw.edu).

**Take me to the  
entry form!**





## Official Rules, Continued

### Transdisciplinary Innovation Hubs Description

CHSS's Transdisciplinary Innovation Hubs combine the research and collaboration of multiple fields of study in the College to research and solve broad issues that individuals and society face. Our Innovation Hubs address five key areas:

- Technology
- Health
- Sustainability
- Organizations
- Sports, Media & Entertainment

We are bringing together faculty, students, staff and community members to engage with bold, innovative and impactful research projects with real-world applications. Much higher education research focuses only on one field of study. But the Hubs take a problem-focused approach across different fields of study in order to solve society's most vexing and complex issues.

#### The Benefits

- **Long-term hands-on learning for students:** The research conducted through the Innovation Hubs continues longer than internships or classroom projects, allowing students to get deep experience in their field of study while seeing how their research applies to real-world problems.
- **Professional skill development:** Students in the Innovation Hubs receive mentoring from faculty, community members and more experienced students and learn leadership and other practical job skills.
- **Enhanced faculty research and exploration:** The collaboration with community members and students from many fields of study will allow faculty to take on larger high-quality projects with a big impact on the world.





## **Official Rules, Continued**

### **Passport to Success Program Description**

The Passport to Success program incubates the current and next generation of social entrepreneurs and social innovators who will thrive in their lives after graduation and find bold solutions to the critical issues faced by communities and the world.

The program is focused on learning outcomes that will lead to professional and personal growth.

This innovative program focuses on engaging undergraduate students—both inside and outside the classroom—with activities that will lead to seamless success after graduation.

Core to this program are high-impact practices such as project-based learning, internships, service learning, and e-portfolios.

#### **Our students learn through doing.**

- Project-based Learning
- Hands-on Classroom Projects
- Consulting for Non-profits
- Paid Internships
- International Internships
- Mentoring by Successful Alumni
- Study Abroad
- E-Portfolios
- Projects in the CHSS Innovation Makerspace

#### **What are the benefits?**

- Critical Professional Skills Training
- Personal and Professional Development
- Enhanced Learning
- Valuable Work Experience
- Insight Into Career Options
- Networking
- Reference Building

#### **Who can participate in Passport to Success?**

Passport for Success democratizes opportunities, so all CHSS undergraduate students have an opportunity to benefit.

