Logo Design Competition

Texas Tech Artists and Designers, we need your help! The Art Appreciation program is evolving to keep up with the changing Art and Academic environment. Part of this evolution is changing the name of the program from ART 1309 Art Appreciation to ART 1309 Global Art and Visual Culture. Part of this initiative is creating a logo for the new name. This is where we want your input. We feel that, as current Texas Tech students, you should be included in this process. We are asking students to create a new logo that has a contemporary design and accurately reflects our new programs name. The top 3 logos will be awarded a prize and will be a great addition to the student’s CV and portfolio.

Requirements:
The search committee will be open-minded when choosing the top designs, but there is some criteria that we will be looking for in the logo.

The design needs to contain:
1) The new course name and the number: ART 1309 Global Art and Visual Culture (this needs to be the most visible and dominant element in the design)
2)A reference to the old course name and number: ART 1309 Art Appreciation (something along the lines of “formerly ART 1309 Art Appreciation”. Think Prince!)
3)A design that will retain its visual structure when the scale is changed to be featured on a variety of merchandise

Prize Fund

First Place: $300 and a backpack, shirt, hat, and coffee mug with the new logo
Second Place: $200 and a shirt, hat, and pencil with the new logo
Third Place: $100 and a hat with the new logo

Email questions and submissions (as a jpeg) to art1309globalartvisualculture@gmail.com

Due Date Midnight February 25th, 2022