



# 2020 Communication Design Competition

Thank you for being here!





# 2020 Communication Design Competition

- **Agenda**

- Team Eligibility
- The Process
- The Task
- Award Selection Criteria
- Award Process
- Winning Team Recognition



# 2020 Communication Design Competition

- **Team Eligibility**

- A team consists of **up to five** Xplor student members from the same university.
- A university can have multiple teams.
- Each team can only submit one entry.
- A student can only participate on one university team.
- Submissions must be received by **March 6, 2020** (by midnight, your local time zone).



# 2020 Communication Design Competition

- **The Process**

- Each team will designate a leader.
- Each leader will sign up their team to participate in the competition by **January 27, 2020**.
- Send an email to Jennifer Smith at [Jennifer@xplor.org](mailto:Jennifer@xplor.org)
  - Include contact information for all team members
    - First name, last name, phone number, and email address, and designate the leader.



# 2020 Communication Design Competition

- **The Process**

- Each team will submit their final designs, one design per communication channel, to Xplor International in .pdf file format on **March 6, 2020**.
- Team will also submit a presentation outlining the various elements and logic used in the re-design at the same time.
- Email final designs and presentation files to [Jennifer@xplor.org](mailto:Jennifer@xplor.org).



# 2020 Communication Design Competition

- **The Process**

- Each team will be scheduled for a webinar and provided one hour to present their design to the judges using the submitted presentation. Presentations to judges will take place **March 11 and 12, 2020.**



# 2020 Communication Design Competition

- **The Task**

- Each team is presented with the same ordinary, bland utility bill.
  - Redesign with the intent of making it more functional, aesthetically pleasing and expanding its purpose to include making the communication a marketing opportunity.
- It is the responsibility of the team to research and determine how to integrate various options and enhancements while redesigning the communication into a final submission.



# 2020 Communication Design Competition

- **The Task**

- Do not feel limited, consider all elements that go into design and incorporate them in your design submission and/or include as a consideration in your presentation.
- The communication needs to be accessible via print, web and mobile. Additional channels can be presented in the final submission.
- You are not confined to one page.





# 2020 Communication Design Competition

- **The Task**

- The statement recipient is:

- Married female
- Age 42
- Has two children – daughter (age 15), son (age 13)
- Teacher
- Has vision impairment – uses glasses with a very strong prescription and has red-green color blindness



# 2020 Communication Design Competition

- **Selection Criteria**

- Design elements selected in redesign
- Design elements not considered in redesign
- Presentation and explanation of redesign

- **Primary Considerations of the Redesign**

- Appearance
- Typography
- Compliance/Legal
- Organization
- Color
- Production Automation / Operation Considerations
- Bonus Items
- Additional Design Considerations



# 2020 Communication Design Competition

<b>APPEARANCE</b>	<b>COLOR</b>
Reader's eyes are drawn to important information first	Color is used with discretion
Effective use of white space	Color highlights only important information
Type sizes used enhance readability	Colors chosen are document appropriate
Type is appropriately aligned	Colors chosen work well together
Graphics (tables, graphs, charts) are used effectively	<b>PRODUCTION AUTOMATION / OPERATION CONSIDERATIONS</b>
Logos are used effectively	Postal barcodes
<b>TYPOGRAPHY</b>	Post processing - barcodes/OMR, sequence numbers
Font families chosen reflect the tone of the content	Payment coupon
Number of font families used is appropriate	Allow for alternate payment options (ACH, credit card, check, etc.)
Font weights are used appropriately for emphasis	Return address
Widow and orphan rule consideration	OCR Scan Line
Consistent look between output channels	Internal remittance processing / change of address
<b>COMPLIANCE / LEGAL</b>	FAQs and Contact information
Time to pay / late payment warning	Accessible via print
Interest charges	Accessible via web
<b>ORGANIZATION</b>	<b>BONUS ITEMS: ACCESSIBILITY</b>
Information/sections flow in a logical order	Color is used to facilitate the disabled
Important information is easy to find	Large font, Braille copy
Like information is grouped	Document security regardless of output channel
Contact information is easy to find	PDF/UA
Hierarchy of information is clear	<b>ADDITIONAL DESIGN CONSIDERATIONS</b>
Content is placed appropriately for use with Window envelopes, payment coupons, etc.	Transpromotional Marketing



# 2020 Communication Design Competition

- **Award Process**

- The judges of the 2020 Communication Design Competition are industry experts.
  - Represent the end user enterprise community.
  - From the vendor community.
  - Each judge has a specific area of design expertise.
- The winning team will be advised on **March 13, 2020** and regret notifications will go out by email to the other teams shortly thereafter.



## 2020 Communication Design Competition

- **Winning Team Recognition**
  - Each member of the winning team will receive a Platinum Passport to attend **XPLOR20** being held **April 14-16, 2020 at the TradeWinds Island Grand in St. Pete Beach, Florida.**
    - Travel and incidental expenses are not included.
  - The winning team's university will be awarded USD \$2,000 to be used towards travel expenses for at least one student from the winning team to attend XPLOR20.



## 2020 Communication Design Competition

- **Winning Team Recognition**
  - The winning team will be presented with a plaque during the **XPLOR20 Industry Awards Ceremony** on **April 14, 2020** from 8:00-8:50 am.
  - The winning team (or designated student) has the opportunity to present their design to XPLOR20 attendees in a 25-minute breakout session on **April 14, 2020** from 4:00-4:25 pm.



## 2020 Communication Design Competition

**Best of luck &  
remember to have fun!**