

Kickstart Your Design Career by Designing the Visual Identity for Career Education Day at RIT Croatia

We're inviting creative students to design the visual identity for Career Education Day at RIT Croatia - an event that connects students with industry professionals and offers opportunities for career growth.

Your challenge is to create a compelling visual identity that includes a logo, secondary design elements, and shows how the design will work across multiple applications like posters, social media, and event merchandise. The design should complement RIT's established visual brand while giving Career Education Day its own unique identity.

What You'll Be Designing:

1. Logo

A striking, memorable logo that represents Career Education Days. It needs to be versatile enough to work across all platforms - from posters to social media to event swag. It should look great at any size, big or small.

2. Secondary Design Elements (Optional, Based on Concept)

Bring your logo to life with supporting visuals like patterns, icons, or illustrations that tie everything together and make the identity pop across different materials.

3. Applications:

Show how your visual identity will be used across:

- Event posters and agenda

- Social media graphics
- Digital displays and signage
- PPT presentation
- Name tags
- T-Shirts

What We're Looking For:

Brand Alignment: Your design should play nice with RIT's existing brand (guidelines available at our RIT Brand Portal:

<https://www.rit.edu/brandportal/>), but it should also have its own unique flair for Career Education Days.

Audience Appeal: Your design should speak to university students, recent graduates, and industry professionals.

Style: We want a modern and outgoing design that reflects the dynamics, buzz, and positive attitude of RIT Croatia's awesome students, framed around the excitement of career development. The identity should be bold and fresh, yet professional enough to fit seamlessly into corporate and professional settings.

Colors: Use RIT's signature colors (orange, black, and white), but don't be afraid to introduce complementary colors to give your design a unique edge. You can check out the color values at:

<https://www.rit.edu/brandportal/colors>

What You'll Submit:

A primary logo in vector format (AI or EPS) with additional versions in PDF and PNG formats. Be sure to make any text element as outlined graphics in the AI or EPS files.

Secondary graphic elements - optional (patterns, icons, etc.) - vector formats where applicable

Mockups showing how your design will be applied across different formats (digital, print) - PDF or PNG format.

A brief explanation (max 300 words) of your design concept and how it aligns with RIT's visual identity. You are allowed to submit a short presentation (PPT or PDF format) if that will help you in better explanation/presentation of the concepts

How We'll Judge:

- Creativity and originality of the design
- How well it aligns with RIT's branding
- Cohesiveness between the logo and secondary elements
- Versatility across different formats and applications
- Execution quality and attention to detail

Submission Deadline:

Janury 15th 2024

Submission Instructions:

1. Create a text or Word document titled 'authors' (e.g., authors.txt or authors.docx) containing the names of all authors who contributed to the submission. Do not name any submission files with the author names or surnames.
2. Decide on a code name for your project to ensure an objective judging process.
3. Create a folder named with the code name, and place all submission files (e.g., design elements, presentation) in the folder, including the authors.txt or authors.docx file.
4. Compress the folder using .zip compression and ensure the .zip file is named with the code name.
5. Submit your entry through the following link:
<https://forms.gle/Z51wxtBvdqwetDza9>

Who Can Enter?

Open to all RIT Croatia students, team applications allowed

Winners will receive fresh RIT swag

Any questions?

Contact Jurica Dolić at jurica.dolic@croatia.rit.edu

About RIT Career Education Day

Once a year, RIT Croatia's Career Services office organizes the Career Education Day, a professional event where representatives of some of the most renowned companies from Croatia and the region gather to meet our students. The event helps students network with potential employers and to learn about different companies and their offerings. The event is an excellent opportunity to meet company representatives, do an interview for a co-op, seasonal or permanent job, or build your business contacts.

Career Education Day is a one-day event with a series of company presentations, panels and networking activities, and numerous interviews with potential co-op candidates. RIT Croatia students actively participate in the event and are well prepared for it, as prior to Career Education Day various seminars and workshops are held by prominent Croatian experts and distinguished professors.

You can check out previous CED events here:

<https://www.rit.edu/croatia/career-education-day>