

## ENTRY FORM

**CATEGORY:** Graphic Design

**CATEGORY DESCRIPTION:** Single item of collateral produced for either digital or print consumption, such as a magazine ad, brochure, flyer, etc.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** A single piece of graphic design could include a magazine ad, brochure, flyer, infographic or logo but does not include animations, bus or utility box wrappers, flags, etc. The single item must be produced for either digital or print consumption and be able to be attached electronically.

ENTRY TITLE	
JURISDICTION	
POPULATION	

What are the goals and objectives of the design (include target audience)?

Describe the strategies and platforms used for sharing the design and reaching the target audience.

Describe who in your office is responsible for graphic design (including idea generation, development, approval, deployment, etc.).

What is new, innovative or creative about this design?

Was the design successful (include your evaluation process and any metrics)?