
DIGITAL DESIGN & PROMOTION

Overview

An essential part of today's business world is commercial design and promotion; therefore, the preparation of computer-based digital art is paramount to the production of quality copy used for promotional purposes.

This is an individual or team event that consists of two-parts: a project is submitted by the second Friday in May to be judged, and all eligible chapters will present the project at the NLC in a preliminary round.

This is an individual or team event.

Website Resources

- 99 Designs
<http://www.99designs.com>
- AIGA (American Institute for Graphic Arts)
<http://www.aiga.org>
- All Freelance
<http://www.allfreelance.com>
- All Graphic Design
<http://www.allgraphicdesign.com>
- Communication Arts
<http://www.commarts.com>
- Digital Designer's Resources
<http://actionfx.com/>
- NAPP (National Association of Photoshop Professionals)
<http://photoshopuser.com/>
- SGIA (Specialty Graphic Imaging Association)
<http://www.sgia.org>
- Smashing Magazine eBooks
<http://www.smashingmagazine.com/ebooks/>
- The Creative Group
<http://www.thecreativegroup.com>

Topic

The topic for the Digital Design & Promotion changes every year. Refer to the Guidelines section in the *CMH* to find the current topic for the event or look at competitive events under the FBLA tab at www.fbla-pbl.org.