

2011 Design Challenge - the glamour shot

CLEVELAND, US: TABPI, the international business-to-business media organisation, has announced its fourth TABPI Design Challenge contest, open to all b2b art directors and designers. The challenge is meant to reward graphic creativity in the b2b industry, as well as serve as an educational exercise for other artists.



The overall winner of the Design Challenge will receive US\$250 (about R1800), and have his/her solution highlighted on the TABPI website. Other selected entries will also appear on the website, to illustrate the range of ideas.

To participate, please follow the instructions below. The deadline for submitting Design Challenge solutions is 25 February 2011.

Design Challenge #4

You work for *Concrete Times* magazine as the art director. Your March 2011 issue will be featuring a cover story on Eloise Beam, CEO of ConcreteChemist.com. Beam's company has taken the industry by storm, and she has just been named as your magazine's "Executive of the Year" for 2011. Unfortunately, there is only one high-resolution photo of Beam available, and it's not a typical business shot - but instead from her modelling days.

Your editor-in-chief and publisher insist that she must be on the cover and that she has to be the central focus of it. They're not at all thrilled with the image provided, but have given up on getting a better one. Thus, they have asked you to "work your magic" to edit the photo within reason and to then figure out how to place it to make the cover workable and professional.

Please send your final cover design solution in jpeg format (450 by 600 pixels) to info@tabpi.org by 25 February 2011. You can download the blank cover and logo of our fictional publication, *Concrete Times*, at www.tabpi.org/concrete.psd. The image of Eloise Beam is at www.tabpi.org/concretebeam.jpg. **Note: the logo may not be redesigned as part of this contest; you must use the one provided.**

The winner will be chosen by a panel of design professionals, and will receive a US\$250 award. Winners will be selected based on creativity, visual interest and how well they solve the problem, as presented. Entries must include a short (150 words or less) description of your solution, along with your name, title, magazine, email address and phone number.

All entries become the property of TABPI, and all decisions by the judges are final. Work may be used online, in print, or in an instructional setting for the benefit of other designers. Entrants must currently work or actively freelance for a b2b publication.

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