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Lund earns first place in logo contest

November 18, 2016

Betty Foy Sanders Department of Art student, Tyler Lund, of Statesboro, Georgia, won first place in the Association of Technology, Management, and Applied Engineering (ATMAE) 50th Anniversary Logo Contest for students. Lund, a Graphic Communications Management major, was awarded a prize package worth more than $1,000, which included free registration to the ATMAE Conference in Orlando, free admission to Universal Studios, and a one-year subscription for Adobe Creative Cloud.

"The intent of my design was to stay clean and simple, yet give the viewer an appealing visual aesthetic. I used the lines and shapes of the background photo to my advantage by wrapping important text to give variation and emphasis to my design while still taking the clean and simple route," said Lund. "To achieve unity within my design, I used two fonts that had many variations giving my design a stronger appeal. The color choice I went with was the same colors from ATMAEs logo, this was once again done with intent of keeping unity throughout the entire piece and maintaining the feel of the association."

Entries were judged on their strong visual impact, clear message relevant to the organization and occasion, effective use of text, images and symbols, and positive relationship and flow between elements. Students were required to submit an Illustrator and PDF file along with a brief written explanation of the design's intent.

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