

AC NAACP Education and Scholarship Committee

Student Contest “Design a Logo or Video for the Blue Economy”

Have you ever heard of the “blue economy?” If not, well you’re not alone! Most people have never heard this term before or know what it means. However, we think it’s important to learn about it because the blue economy exists all around us in Atlantic City and it is growing in importance here and around the world.

You may have already learned what the word economy means. There are several definitions but the one we want to focus on in this contest is the one that relates to how people earn and spend money. What types of jobs or businesses do they have? Where do they spend their money and on what types of products or services? When you combine this definition with the term “blue,” we’re talking about specific types of jobs, businesses, products and services that have a connection to the ocean. That’s why it’s called the “blue economy.”

The World Bank defines the blue economy as “the sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health.” <https://www.worldbank.org/en/news/infographic/2017/06/06/blue-economy>. The important words in this definition are “sustainable” and “health.” So while we are using the ocean to create jobs and income, we should also be concerned about the long term health of the ocean and its diverse fish and plant life.

There are many types of businesses that are part of the blue economy. The industries most familiar to us are fishing, maritime transport, tourism, renewable energy and waste management. But imagine all of the businesses in each of these areas! We want you to explore and learn about the blue economy and help us to create a logo and video so that others can learn about it too.

Please carefully follow the contest rules and guidelines. We want to see your best work! Good luck and have fun!

Sincerely,

AC NAACP Education and Scholarship Committee

Student Contest “Design a Logo or Video for the Blue Economy”

Contest Rules

• **Eligibility**

- Open to all students between grades 6 through 12
- Students must be residents of Atlantic City
- Minors must get parent or legal guardian’s permission to enter a submission

• **Submissions**

- You may only submit one entry per category
- You may submit a logo, a video or both digitally
- Complete a separate submission form with your entry work product
- For purposes of judging, do NOT place your name or other identifying information on your logo or video
- **Entries must be submitted by 12 a.m. midnight on August 17, 2021 to <https://bit.ly/33fo8pn>**

• **Prize and Winner Selection**

The Education and Scholarship committee will form a judging panel. The logos and videos will be judged based on content, accuracy, creativity, originality, technical requirements and overall presentation. Winners will be notified in September 2021 and awarded the prize. All participants will receive a certificate of recognition for their participation in the contest.

- There are two tiers for the prize, grades 6-8 and grades 9-12
- The winners of the best logo and video in tier 6-8 will receive \$100.00
- The winners of the best logo and video in tier 9-12 will receive \$200.00

• **Video Requirements**

- Must be no longer than one minute in length
- Must feature blue economy industries, jobs, Atlantic City scenery
- Must be your own original work
- Must include the theme words “blue economy”

Technical Requirements For Video Submission:

- Acceptable file formats are: .mov, .mp4, .avi
- 1 minute long video (max)
- Can record and edit footage with your smartphone

• **Logo Requirements**

- Clarity of message related to The Blue Economy
- Visual Impact
- Reproducibility (on website and documents)
- Design elements should encourage economy industries, jobs, ocean, water

Technical Requirements For Logo Submission:

- Acceptable file formats and resolution requirements are: .psd, .eps, .ai, .jpg, .tiff
- 225 ppi/dpi minimum resolution
- Approximately 2000 x 2000 pixels (8.5”)

Please **flatten** your work for submission.

No word files. No Powerpoint files. These are not printing resolution applications.

• **Use of the Logos and Videos**

The winning videos and logos may be used in various ways and may appear on publications, websites, social media and more. Videos may be used in educational settings as a tool to help explain the blue economy or other educational uses.

Submission Form

Please complete and submit this form with your logo or video. Remember, do not place your name or other identifying information on your logo or video. The following terms and conditions, along with the contest rules, apply.

Contest Terms and Conditions

- All submitted work must be original and the submissions cannot violate the rights of others, including but not limited to using someone else's music, trademarks, names or images without their express written consent. If you do use someone's image or work, you must get their written consent and submit a copy of such consent with your entry as proof.
- If you are using any open source materials, you must also cite the source.
- If you intend to use graphics or images, it may be best to use the ones available under Creative Commons. Again, please cite the source.
- All submissions must comply with copyright and Fair Use policies. Please review copyright rules at <http://copyrightkids.org>
- By entering this contest, you (and your parent or legal guardian if you are a minor) agree to abide by these official rules and release and hold harmless the AC NAACP from any and all liability or any injury, loss or damage of any kind arising from, or in connection with, this contest or prize.
- By submitting your entry, you (and your parent or legal guardian if you are a minor) are granting the AC NAACP an irrevocable, royalty-free, worldwide right and license to: 1) use, review, assess, test and analyze your entry in connection with this contest; 2) feature your entry in all media advertising this contest; and 3) use the entry in accordance with the use and purposes outlined in the contest rules.
- By submitting an entry, each winner grants the AC NAACP and those acting under its authority permission to use the winner's name, likeness, or comments for advertising and publicity purposes without payment of additional consideration, except where prohibited by law.

CONSENT: I HAVE READ AND AGREE WITH THE CONTEST RULES, TERMS AND CONDITIONS.

Student Information:

Full name: _____

Date of birth: _____

School and Grade: _____

Home address: _____

Email address: _____

Telephone number: _____

Parent or Legal Guardian if Student is under 18 years old

CONSENT: I AM THE PARENT OR LEGAL GUARDIAN OF THE STUDENT NAMED ABOVE. I HAVE READ AND AGREE WITH THE CONTEST RULES, TERMS AND CONDITIONS AND GIVE MY MINOR CHILD PERMISSION TO PARTICIPATE IN THE CONTEST.

Full name: _____

Telephone number: _____

Email address: _____

Parent or Guardian Signature _____

Date: _____