

# DESIGN THE MĀNOA CATALOG COVER!

## STUDENTS: *YOU* CAN WIN \$600!

### OBJECTIVE

- Develop concept design idea to be incorporated into all section pages (32 total) throughout publication. Section pages are printed in black only.
- Prepare “working” drafts of the design for approval by the Catalog Committee.
- Prepare final camera-ready print and digital file for printing to include the file (original and a pdf file), fonts (provide all fonts used. If postscript, include both printer and screen fonts), images (if photos are used, original prints or digital images should be provided. Prints should be scanned using a high-resolution scanner. Digital files may need to be color corrected. Final size of photos used must be 300 pixel resolution.) onto a cd.
- Preferred software: QuarkXpress or InDesign. Acceptable software: Photoshop, Freehand or Illustrator.
- Output onto a linotronic 1270 dpi, 133-150 line screen
- Payment of **\$600** upon completion of the project for final design.
- Submission will be reviewed by the Mānoa Catalog Committee. We will notify a finalist to submit final camera-ready copy and digital files.
- All final submissions will become the property of the Catalog Office.

### SPECIFICATIONS

- Entrant must be a student at UH Mānoa
- Submit a **concept paper with a printout of cover** and title pages
- Size: 18” width x 11” in height, final size: 8.5” x 11” (1” spine)
- *Front cover:* “University of Hawai’i at Mānoa” (predominant), University of Hawai’i at Mānoa logo/logotype, and “2013-2014 Catalog”
- *Back cover:* “University of Hawai’i at Mānoa, Honolulu HI 96822; 2013-2014 Catalog; [www.catalog.hawaii.edu](http://www.catalog.hawaii.edu)”
- *Spine:* “2013-2014 Catalog, University of Hawai’i at Mānoa”
- Must include Mānoa green: PMS 3435
- Sense of excitement to be here
- Lots of students: multi-cultural, multi-ethnic
- Colorful, yet tasteful
- Sense of uniqueness at UH Mānoa
- Sense of belonging
- Sense of a Hawaiian place of learning
- Used as a recruitment tool
- Must be appealing to students AND their parents

### DEADLINE

- **Monday, November 26, 2012** by **4 pm.**
- Submit entries to the Catalog Office, QLCSS 102. Include name, contact information, and your affiliation to UH Mānoa.
- *Questions?* Call us at 956-9947 or email [mcatalog@hawaii.edu](mailto:mcatalog@hawaii.edu).
- Download a PDF of this flyer at [www.catalog.hawaii.edu](http://www.catalog.hawaii.edu)



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2012-2013 Catalog cover winning design