

District announces Design Competition for new team logo

As a result of the school/community/alumni vote held in November, the new name for the district's athletic teams is the Irondequoit Eagles. The next step in the process is a design competition to find a new logo that fits the name and acts as a visible representation of the Eagles. The following process has been established to select a new logo.

Format of competition

The selection process is a juried competition format; the winning design will be chosen by a group selected by WICSD art coordinator Bob Geroux. It will include:

- a local artist,
- a non-resident artist,
- an alumni artist,
- an award-winning student artist,
- a person representing a local business that deals in logo reproduction
- Mr. Geroux

Ex-officio (non-voting) members of the jury will include:

- Director of Athletics and Physical Education Dennis Fries and one coach.

Members of the jury, their family or businesses are not eligible to enter designs in the competition. The competition is intended to be an artistic venture open to all interested parties that will guarantee the selection of a logo that is imaginative, creative and skillful in design and that is consistent with the ideas brought forth by the community in their selection of the name "Eagles."

From the Official WICSD Name Selection Ballot, "'Eagles' when combined with 'Irondequoit' has good word flow and reflects national pride. An eagle is a soaring, dominant bird with a piercing gaze that creates the perception of a formidable competitor. Eagles are strong, grand, stately, rare, regal and breathtaking. They symbolize power, fortitude, and success both academically and athletically. Their survival from near extinction speaks for itself."

A "First Look Preview" will be held Friday, February 22, from 3-6 p.m. in the Administration Bldg. conference room. This event provides an opportunity for the jury to receive input from several important constituencies. Representatives from the following areas will be invited to participate in the preview:

- Booster Club presidents, parent representatives of sports not represented by Boosters, as determined by Mr. Fries
- each class president for grades 9-11
- (selected by school art teacher)
 - one outstanding art student each from Iroquois and Rogers
 - one outstanding art student from grade 7 and grade 8
 - one outstanding art student from each K-3 building

Representatives will be given a worksheet with numbers corresponding to each design and will be invited to note their comments as they view the designs. Comment sheets will be passed on to the jury for use in the selection process.

The jury:

- may choose a design as submitted,
- may ask an artist to modify a design,
- may select a non-professional design and ask a professional designer to translate it into a professional version,
- may choose to accept none of the submissions and seek an acceptable design from a graphic design professional if they deem that none of the submissions adequately fulfill the design criteria.

Judging and selection:

The jury will be convened between February 26-28. Selection will be announced to the schools and community on or about March 6.

Adoption:

The new logo will be officially adopted at a school/community celebration in May 2002.

SUBMISSIONS

Criteria for submissions:

- All work must be original.
- Design must be in color and include an eagle and school colors of royal blue and gold (Reference: PMS 293C & 129C). Entries may also include black and white renditions. Designs may include various orientations and iterations of the main design to show different applications of size, complexity, etc. Maximum size for submission is 16 x 20."

- Artist's name should NOT appear on the front of the design. All entries will be coded by an assigned number for anonymity by select student representatives of the IHS freshman, sophomore and junior classes. For each design entered, please include a separate 8-1/2 X 11" sheet containing your name, address, phone number and e-mail address. Entries should be mailed to: Logo Competition, IHS Art Dept., IHS, 260 Cooper Road, Rochester, NY 14617. Deadline for receipt of submissions is Feb. 15.

- Design must lend itself to quality reproduction on a variety of items/objects: uniforms, clothing, walls, floors, stationery, signage, trophies, helmets, etc.
- Design must reflect some of the attributes of the description that voters used on which to base the decision. (See Format.)
- Artist agrees to sign a release stating that, if his/her design is chosen, WICSD acquires sole reproduction rights for the design and its use.
- Artist understands that, if the design is chosen, s/he will receive a first edition tribute and the first complete set of signature logo items at the formal logo adoption event in May 2002.