



Call for New Logo Design
The 78th Annual Conference, New York State Communication Association
October 16-18, 2020
Villa Roma Resort & Conference Center – Callicoon, NY

ABOUT THE NEW YORK STATE COMMUNICATION ASSOCIATION

The New York State Communication Association (NYSCA) is an organization of faculty, students, and professionals in communication who are dedicated to studying, improving, and applying the principles and practices of communication to all walks of life.

OUR ANNUAL CONFERENCE THIS YEAR

Our call for conference proposals invites **new submissions** of graduate poster sessions and short videos/films, while maintaining our traditional submissions of completed manuscripts, thematic paper sessions, interactive roundtable panels, and undergraduate poster session for our convention theme titled *Communication, Conduct, and Pragmatic Interplay*. For CFP and keynote information, please check our homepage website www.nyscanet.org

LOGO REBRANDING GUIDELINES

NYSCA extends a special invitation for an optional project to any interested artist to participate in a competition for a new logo design and consider adopting NYSCA's re-branding of a new logo design as a civic engagement project in both academic institutions and non-academic organizations.

- We are going for a modern design, an upgrade, for our previous logo.
- We welcome competitive submissions from all artists and graphic designers including students (both graduate and undergraduate), faculty, and professionals.
- We encourage artists to create an innovative drawing of **new Vector Logo design only with an aesthetic approach**, which complements both our identity and brand as one of the oldest academic state associations in the field of communication.
- While an individual artist may submit multiple logos, **only one** will be chosen for NYSCA and **officially adopted** in a variety of applications, including: letterhead, brochures, signage, online registration system, website, social media, etc...

SUBMISSIONS AND DEADLINE

Artists should direct all logo submissions and any further inquiries to NYSCA primary convention planner and VP, Noura Ahmad Hajjaj of SUNY New Paltz, the latest by **March 20, 2020**, via email: nysca2020@gmail.com

VOTING PROCESS

The Executive Council will vote on NYSCA's desired logo design at our semi-annual Business Meeting to be held at the Eastern Communication Association Conference on April 3, 2020 in Baltimore, MD. The identity of the artists will remain anonymous during the voting process.

WHAT SHOULD ARTISTS/CONTESTANTS RECEIVE FROM NYSCA?

Acknowledgements for all participants:

1. On the website.
2. Through an email announcement to both current and past membership.
3. A poster at the conference site with names, institutional affiliations, and personal photos (if interested).
4. At Saturday General Business Meeting by NYSCA's primary convention planner.

Prizes for Winners Only:

1. **First** Place: Visa Card (\$100)
2. **Second** Place: Visa card (\$ 50)