

Samuel Ginn College of Engineering
Engineer Together
Annual Design Competition
2023

Rules & Guidelines

Background

The College of Engineering established the Inclusion and Diversity Committee in 2018. This specific committee is aimed to foster an inclusive and supportive learning and working environment for all students, faculty and staff within the College of Engineering. While convening in Fall 2021, the committee announced the tagline “Engineer Together.” Overall, the Inclusion and Diversity Committee agreed this tagline will guide future efforts in communicating the committee's vision.

Objective

As we prepare to move forward in our aim to support the efforts of the Inclusion and Diversity Committee, we need you (the students) to help make this possible. This Spring (2023), the Inclusion and Diversity Committee will host an annual contest to help articulate the tagline “Engineer Together.” Therefore, we ask you to visit the College of Engineering Diversity, Equity and Inclusion website (eng.auburn.edu/dei) and draw inspiration for a design that captures a representation of “Engineering Together.” Information about the contest can also be found on the DEI website. The Committee will meet and choose a design element that will be promoted in conjunction with the Engineer Together Logo designed by the Office of Communications and Marketing.

Timeline (*Tentative)

January 17th, 2023 Submission link opens for students to submit their entry

February 20th, 2023 Submission link will close at 5:00PM

February 20th, 2023 - March 15th, 2023 Committee will convene to discuss applicant designs.

March 30th, 2023 Winning applicant will be announced via email and through the Inclusion and Diversity Committee

August 21st, 2023 Winning applicant annual element to serve in conjunction with the Engineer Together Logo will be showcased on the College of Engineering website (eng.auburn.edu/dei) and all College of Engineering platforms. The logo will also be added to digital and print materials such as websites, t-shirts, stickers, buttons, koozies, etc.

Submission

An applicant must submit the form before it closes at 5:00PM, February 20, 2023. You can use the following link to submit your application with chosen design.

Link:https://auburn.qualtrics.com/jfe/form/SV_eJsK75Ud0OwcDUG. Please upload the design in a .pdf or .jpeg file of at least 1MB in size.

Selection Process

Within the College of Engineering Inclusion and Diversity Committee, a sub-committee (DEI: Branding & Exposure) has been formed to guide the branding and exposure of the *Engineer Together* tagline. This sub-committee, along with other committee members, formed of different College of Engineering students, faculty and staff will review all applications and announce the winner via email the week of March 30th.

Requirements & Guidelines

- This contest is open to College of Engineering students. If a student outside of the College of Engineering would like to participate, they must pair with a College of Engineering Student.
- College of Engineering organizations are welcome to submit their design, but they must designate a contact person and indicate this design is on behalf of the organization.
- Student/organization must provide a brief explanation on what inspired you to create this logo for the 2023 Branding & Exposure Design Element Competition.
- Only a full application will be accepted. All designs must be submitted as .pdf or .jpeg of at least 1MB in size.
- In addition to your design element, you will need to submit a design in a single color (blue, orange, white, or black) that will be used on material that can only hold one design color.
- An individual applicant/organization can submit up to 3 designs. A group submission does not count as an individual submission.
- Must support the verbiage “Engineer Together.”
- The element submitted will serve as a design element in conjunction with the primary *Engineer Together* logo.
- Competition contestants should not incorporate AU anywhere within their design
- Must allow alterations to be made by the Engineering Office of Communications and Marketing for design and approval purposes.