



## 2024 High School Competition Criteria and Rules

1. The purpose of the competition is to recognize excellence in student work. IASB expects all members to follow these rules in good faith.
2. All work must be completed by a student or students from a member school. An instructor may serve in the role of producer or executive producer overseeing the work, but all production and post-production work must be completed by students.
3. All entries must have been produced as part of a class, for a student media organization or for a high school sponsored/owned media entity using member school equipment/facilities or a student's personal technology. Work created during workshops, camps or internships is not eligible.
4. The use of artificial intelligence (AI) to, in any way, produce a script for an entry is prohibited.
5. With the exception of the music video category, outside video footage may be used but must be credited.
6. Entries may not be duplicated and entered in another category, even with minor modifications. Only limited material from an entry may be reused for an entry submitted in another category. (i.e. An entry for Package could not be resubmitted into Photojournalism, an Interview cannot be submitted as a Podcast, etc.)
7. All audio, video and multimedia entries must be uploaded to the IASB Competition Portal by instructors according to instructions provided by IASB. The only acceptable audio file format is .mp3. The only acceptable video file format is .mp4. Scripts and other written documentation must be submitted as .pdf files. Image files must be submitted as .jpg files. The portal will accept entries beginning January 2, 2024 and ending February 9, 2024.
8. Entries must have been completed after February 10, 2023 and not have been entered in any previous IASB competition.
9. IASB will invoice schools via email at a cost of \$15 per entry no later than February 12, 2024. Payment is required to be postmarked, emailed, or electronically submitted no later than February 16, 2024. Checks, credit cards, and purchase orders are accepted. Follow the link on the school's invoice to pay by credit card. Send checks to Indiana Association of School

Broadcasters, 7915 South Emerson Avenue, #316, Indianapolis, IN 46237-9708. Email purchase orders to [treasurer@IASBOnline.org](mailto:treasurer@IASBOnline.org).

10. Entries which encourage or glorify negative behavior, including, but not limited to use of alcohol, violence or mayhem, and/or profane, indecent, or obscene language are prohibited. Entries including sex, nudity, or illegal drugs are prohibited. Violation of this provision will result in disqualification.
11. If judges or IASB officials determine an entry has been entered in the wrong category, or if the length of the entry does not meet the stated category requirements, the entry will be disqualified. If a school or individual submits more entries than allowed in a category, IASB officials will disqualify entries submitted after the limit was reached.
12. Judges, at their discretion, may view or listen to only portions of an entry for evaluation.
13. One plaque will be awarded for 1st place winners. One certificate per entrant (up to four) for each place will be awarded for 1st, 2nd and 3rd places. Schools may purchase duplicate plaques after the ceremony from the vendor. Vendor contact information is on the back of each plaque.
14. Students cannot enter more than two of the “live” events: Radio News Anchor, Radio Air Personality, and TV News Anchor. If an individual enters all three, IASB officials will disqualify one of the entries. Students must also be currently enrolled at the IASB member school under which the entry was submitted at the time of the “live” finals competition.
15. In the event the live finals are not held, the Radio News Anchor, Radio Air Personality and TV News Anchor awards will be determined based on the preliminary judging results.
16. The Radio, Video, News Broadcasting, Sports Broadcasting and Emerging Media “School of the Year” awards will be determined by each school’s point total in the respective divisions. Three points will be awarded for a 1st place, two points for a 2nd place, and one point for a 3rd place. First and second runner–up awards will be given. In the event of a tie, “Co-School of the Year” awards will be given.
17. Instructors and student contestants grant permission to IASB to use entry submissions for promotional and teaching purposes.
18. Decisions of the judges and/or IASB officials are final.
19. A limit of 55 entries may be submitted by one school. Any entries submitted after 55 will automatically be disqualified.

**DEADLINE:** All entries must be submitted online by midnight, February 9, 2024. IASB will not accept entries from a school that has not paid its membership dues or that owes IASB previous fees as of December 1, 2023.

# HIGH SCHOOL COMPETITION DIVISIONS

 <p><b>INDIANA ASSOCIATION OF SCHOOL BROADCASTERS</b></p> <p><b>HIGH SCHOOL</b></p> <p>Each Division's Competition Rules and Criteria can be found later within this document.</p>	RADIO	VIDEO
	<p>R1. Air Personality <b>(LIVE)</b></p> <p>R2. Radio Talk Show</p> <p>R3. Radio Show</p> <p>R4. Radio Spot Production</p> <p>R5. Imaging</p> <p>R6. Radio Copywriting</p> <p>R7. Interview</p> <p>R8. Adapted Drama</p> <p>R9. Original Drama</p>	<p>V1. Video Spot Production</p> <p>V2. Music Video</p> <p>V3. Video Magazine</p> <p>V4. Corporate Video</p> <p>V5. Cinematography</p> <p>V6. Short Film</p> <p>V7. Video Copywriting</p> <p>V8. Live Event</p> <p>V9. Video Show Open</p>
NEWS	SPORTS	EMERGING MEDIA
<p>N1. Radio News Anchor <b>(LIVE)</b></p> <p>N2. Radio In-Depth</p> <p>N3. TV News Anchor <b>(LIVE)</b></p> <p>N4. School Video Newscast</p> <p>N5. Video News Package</p> <p>N6. Video In-Depth</p> <p>N7. Photojournalism</p>	<p>S1. Radio Sports Update</p> <p>S2. Radio Sports Talk Show</p> <p>S3. Basketball Play-By-Play</p> <p>S4. Football Play-By-Play</p> <p>S5. Sporting Event Broadcast</p> <p>S6. Video Live Sports <i>(Basketball &amp; Football Only)</i></p> <p>S7. Video Live Sports <i>(All Other Sports)</i></p> <p>S8. Video Sports Program</p> <p>S9. Video Sports Package</p>	<p>M1. Student Media Website</p> <p>M2. Social Media Presence</p> <p>M3. Podcast</p> <p>M4. Vodcast</p> <p>M5. Video Comedy/Parody</p> <p>M6. Sound Design</p> <p>M7. Animated Story</p> <p>M8. Motion Graphics</p>

**In the LIVE categories, judges will select six finalists from the entries submitted to compete live at the state finals.**

*\*\*\*In the Radio Air Personality finals, contestants will be required to run their own 20-minute long live radio show on 88.7 FM WICR with pre-uploaded music of their choice.*

*\*\*\*In the Radio News Anchor finals, contestants will be given news copy 20 minutes before their scheduled airtime. They will need to create their own two-minute long story to read on-air.*

*\*\*\*In the TV News Anchor finals, contestants will use a script and a studio teleprompter. Finals contestants will be at the anchor desk and deliver a three-minute newscast. The script will be provided to the contestant shortly before the event.*

**R1. Radio Air Personality (LIVE)** - two entries per school (A student may enter category once)

*\*\*\* Note: A student may not enter more than two of the three "live" events. \*\*\**

*\*\*\* Entry must be single-student performance. \*\*\**

*\*\*\* Submit team entries in Radio Show category. \*\*\**

Submit a scoped aircheck of at least two minutes and no longer than three minutes (music removed). The top six entries will be invited to compete live at the state finals. Entries will be judged upon voice quality, ad-libbing, content, appropriate energy, pacing, phrasing, getting in and out of breaks, overall delivery, branding and connecting with the audience.

**R2. Talk Show** - two entries per school (A student / team may enter category once)

*\*\*\* Note: Entries should be spoken-word, non-music, programs (i.e. Opinions, Reviews, Politics, etc.). \*\*\**

*\*\*\*Sports-themed Talk Shows should be submitted in the Sports Talk Show category\*\*\**

Submit a scoped aircheck of five to seven minutes that best represents a talk show as presented to the audience and features a variety of elements such as opinion, interviews, and interaction. Entries will be judged upon knowledge, content, ad-libbing, introduction of topic/guest, appropriate energy, interaction, delivery, production elements, branding and overall impression.

**R3. Radio Show** - two entries per school (A student/team may enter category once)

*\*\*\* Note: Entries should be teams producing an entertainment program for music format. \*\*\**

*\*\*\* Single student performances must be entered in Air Personality category. \*\*\**

*\*\*\* Programs focused on opinions, politics or reviews must be entered in Talk Show category \*\*\**

Submit a scoped aircheck of five to seven minutes (with music removed) of a radio show as presented to the audience. Entries will be judged upon content, announcer interaction, delivery, connecting with the audience, production elements, branding and overall impression.

**R4. Radio Spot Production** - two entries per school (A student may enter category once)

Submit an original commercial, public service announcement or station promo of 30 or 60 seconds in length. Entries will be judged upon concept, production value, opening, voice(s), delivery, script, use of sound, creativity, closing and timing (:29.0 - :30.0 or :59.0 - :60.0).

## **R5. Imaging** - one entry per school

\*\*\* Note: Student(s) must perform voice work. \*\*\*

Submit a collage of station imaging productions. This category is limited to sweepers, drop-ins, short promos, and jingles. Multiple productions should be included in this entry. Total length must not exceed two minutes. Entries will be judged upon consistency of branding, execution, use of sound, variety, creativity, production value, voice(s), pacing and overall effect.

## **R6. Radio Copywriting** - two entries per school (A student may enter category once)

\*\*\* Note: Student must complete and submit competition agreement. \*\*\*

\*\*\* Submit a word-processed script, not a completed audio production. \*\*\*

IASB has provided a client fact sheet, which is available at [IASBOnline.org](http://IASBOnline.org). Contestants are to use the information to write one ~~30-second~~ spot. Script must note talent roles, use of music and sound effects and specific production directions. Entries will be judged upon the lead, holding the audience's attention, creation of interest and desire, delivering client's message, call to action, creativity and timing. **Please use the time requirement provided by the client on the copy points sheet**

## **R7. Interview** - two entries per school (A student may enter category once)

\*\*\*Podcasts cannot be entered in this category\*\*\*

Submit an audio interview of at least two minutes. Cannot include characterizations or fictional characters. Judges will listen to selected excerpts at their discretion for evaluation. Entries will be judged upon introduction, question order, quality and depth of questions, delivery, style and conclusion.

## **R8. Adapted Drama** - two entries per school (A student may enter category once)

\*\*\* Note: Must be existing, non-student written scripts; Multiple entries require different scripts \*\*\*

Submit an audio drama, produced from an existing script, that is at least five minutes, but no longer than 15 minutes. Judges will listen to selected excerpts at their discretion for evaluation. Entries will be judged upon opening, delivery, transition of scenes, vocal performance, use of music and/or sound effects and conclusion.

## **R9. Original Drama** - two entries per school (A student may enter category once)

\*\*\* Note: Scripts must be written by students; Multiple entries require different scripts \*\*\*

Submit an audio drama, produced from an original script, that is at least five minutes, but no longer than 15 minutes. Judges will listen to selected excerpts at their discretion for evaluation. Entries will be judged upon script, opening, delivery, transition of scenes, vocal performance, use of music and/or sound effects and conclusion.

**V1. Video Spot Production** - two entries per school (A student may enter category once)

Submit an original commercial, public service announcement or promotional announcement. All video must be original. Length: 30 seconds. Entries will be judged upon video and audio quality, editing, script, holding audience's attention, creation of interest and desire, timing :29.0 - :30.0) and overall impact.

**V2. Music Video** - two entries per school (A student may enter category once)

*\*\*\* Note: Review rule 10 in the competition rules prior to submission. \*\*\**

Submit a music video produced from original or pre-recorded music, and all ORIGINAL video. Entries must be performance and/or narrative based. Entries will be judged upon creativity, quality of audio and video, interpretation, editing, originality and overall impact.

**V3. Video Magazine** - two entries per school

*\*\*\* Note: A school may not submit two different episodes of the same program\*\*\**

*\*\*\*Programs focused on sports should be entered in the Sports Program category\*\*\**

Submit a video magazine that is informational and/or entertaining. It may include studio guests, packages, and pre-produced segments. Scope all commercial/PSA breaks and packages not produced in-house. School newscasts and live events are not eligible for this category. Entries will be judged upon opening sequence, story order, lead-ins, packages, audio and video quality, credibility of talent and overall impression.

**V4. Corporate Video** - two entries per school (A student may enter category once)

Submit a corporate video, which is suitable for training or promoting a company, community, nonprofit organization, or school facilities or services. No parodies. This category could also be described as industrial or instructional video. The script may be provided by the client (non-student written). Condense the program to less than 10 minutes to include the program's beginning, an excerpt from the middle, and the program's conclusion. Entries will be judged upon opening, creativity, program flow, script, audio and video quality, editing, use of graphics, closing and overall effect.

## **V5. Cinematography** - two entries per school (A student may enter category once)

Submit a variety of examples of a student's best original camera work. It cannot be video from a news or sports package. Do not include editing effects (i.e. graphics, text, time-altered video and/or motion graphics). Color-corrected video is acceptable. The length should not exceed two minutes. Entries will be judged upon variety of shots, composition, framing, lighting, camera movement, and creativity.

## **V6. Short Film** - two entries per school (A student may enter category once)

Submit a non-animated short film of at least three minutes and no more than 10 minutes that must have a storyline, original script, video, and production. Music does not need to be original. Entries will be judged upon opening, originality, creativity, audio, cinematography, lighting, editing, storyline, and overall impact.

## **V7. Video Copywriting** - two entries per school (A student may enter category once)

*\*\*\* Note: Student must complete and submit competition agreement. \*\*\**

*\*\*\* Submit a word-processed script, not a completed video production. \*\*\**

IASB has provided a client fact sheet and template, which is available at [IASBOnline.org](http://IASBOnline.org).

Contestants are to use the information to write one 30-second spot. Entries will be judged upon holding the audience's attention, creation of interest and desire, call to action, creativity, timing and delivering client's message.

## **V8. Live Event** - two entries per school

*\*\*\* Live sports broadcasts or programs must be entered in the Live Sports or Sports Program categories \*\*\**

Submit excerpts of a program televised, live or recorded live, that is condensed to between eight and 12 minutes. Must include at least the opening 30 seconds and a minimum of two-additional excerpts, one of which includes three minutes of unedited coverage. The program may include pre-production, but may not have any post-production editing. Entries could be telethons, convocations, live studio programs (excluding newscasts), live dramas, etc. The majority of the broadcast roles should be performed by students. Any roles not performed by students must be disclosed in the online submission form. Entries will be judged upon creativity, opening, graphics, transitions, audio and video quality, switching and overall impression.

## **V9. Video Show Open** - two entries per school (A student may enter category once)

*\*\*\* Note: Premade templates for Opens are not acceptable \*\*\**

Submit a show open for a news, sports, feature or other program. All video, voice, and editing must be student-produced. Entries will be judged upon original content, video and audio quality, text, motion graphics, special effects, presentation of information and overall impact.

**N1. Radio News Anchor (LIVE)** - two entries per school (A student may enter category once)

*\*\*\* Note: A student may not enter more than two of the three "live" events. \*\*\**

Submit a single newscast of up to five minutes in length. The newscast may include sounders, sound bites, theme music and jingles. The top six contestants will be invited to the state finals. Entries will be judged upon story order, delivery, energy, articulation, pronunciation, pacing, transitions and credibility.

**N2. Radio In-Depth** - two entries per school (A student may enter category once)

*\*\*\*Podcasts cannot be entered in this category\*\*\**

Submit a news or feature story addressing a single topic. Entries in this category must be two minutes or longer. Judges will listen to selected excerpts at their discretion for evaluation. Entries will be judged upon opening, content, delivery, audio quality, creativity, credibility, writing, pacing, closing and overall impact.

**N3. TV News Anchor (LIVE)** - two entries per school (A student may enter category once)

*\*\*\* Note: A student may not enter more than two of the three "live" events. \*\*\**

Using a script and/or a teleprompter, contestants will deliver a **single newscast** of up to three minutes of anchoring. Remove all but the first and last line of any other production element, such as packages, commercials, promos etc. Entries will be judged upon delivery, story transitions, talking to audience, vocal credibility, gestures and mannerisms, confidence, professional appearance and overall impression.

**N4. School Video Newscast** - one entry per school

Submit an entire newscast with the commercial breaks removed. This should take the form of a regularly scheduled "morning/weekly announcements" program or a school newscast program. Entries will be judged upon opening sequence, story order, story lead-ins, writing, show elements, audio and video quality, credibility of talent and overall impression.



**N5. Video News Package** - two entries per school (A student may enter category once)

*\*\*\* Note: Please submit sports-related packages in the Video Sports Package category \*\*\**

Submit a stand-alone news package suitable for inclusion in a newscast or magazine format program including elements such as reporter track, interviews, and b-roll footage. This category does not include voice-over only stories. Length should not exceed two-and-a-half minutes. Entries will be judged upon writing, delivery, originality, credibility, storytelling, audio/video quality, editing and overall impression.

**N6. Video In-Depth** - two entries per school (A student may enter category once).

Submit a news, sports or feature story or documentary. Length must be at least two-and-a-half minutes. This is similar to a news package but longer for in-depth coverage. Entries will be judged upon writing, delivery, originality, credibility, storytelling, audio/video quality, editing and overall impression.

**N7. Photojournalism** - two entries per school (A student may enter category once).

Submit a variety of examples of a student's best original camera work from multiple news or sports packages. B-roll and natural sound should be included. Interviews may be included. The length should not exceed two minutes. Entries will be judged upon variety of shots, composition, framing, audio quality, video quality and camera movement.

**S1. Radio Sports Update** - two entries per school (A student may enter category once)

Submit a single sportscast up to three minutes in length. The sports update may include sounders, sound bites, theme music and jingles. Entries will be judged upon story order, delivery, energy, articulation, pronunciation, pacing, transitions and credibility.

**S2. Sports Talk Radio Show** - two entries per school (A single student or team of students may enter this category only once)

Submit a scoped aircheck up to five minutes that best represents a sports-themed talk show as presented to the audience and features a variety of elements such as opinion, interviews, and audience interaction. Entries will be judged upon knowledge, content, ad-libbing, introduction of topic/guest, appropriate energy, interaction, delivery, production elements and overall impression.

**S3. Basketball Play-By-Play (Audio)** - two entries per school (A student may enter category once).

*\*\*\* Note: Please submit the play-by-play student's name only on your entry \*\*\**

*\*\*\*A student may enter category once as the play-by-play announcer, but could be in a different commentating role on a separate entry \*\*\**

Submit a minimum of four and a maximum of five consecutive unedited minutes of play-by-play originating from the sport of Basketball. Entries will be judged upon game descriptions, energy, delivery, use of terminology, fluency in style, ad-libbing, filling time and professionalism. As only the play-by-play announcer will be judged, it is acceptable to have a non-student fill the role as color commentator.

**S4. Football Play-By-Play (Audio)** - two entries per school (A student may enter category once).

*\*\*\* Note: Please submit the play-by-play student's name only on your entry \*\*\**

*\*\*\*A student may enter category once as the play-by-play announcer, but could be in a different commentating role on a separate entry \*\*\**

Submit a minimum of four and a maximum of five consecutive unedited minutes of play-by-play originating from the sport of Football. Entries will be judged upon game descriptions, energy, delivery, use of terminology, fluency in style, ad-libbing, filling time and professionalism. As only the play-by-play announcer will be judged, it is acceptable to have a non-student fill the role as color commentator.

## **S5. Sporting Event Broadcast (Audio)** – one entry per school

Submit up to 10 minutes of a single sporting event broadcast. Entry must include at least three, but no more than four, minutes of unedited game action. Must include excerpts of pre-game, half-time (if applicable), and post-game shows. Entries will be judged upon game presentation, game description, analysis, ad-libbing, interaction between announcers, use of production elements, additional content elements and professionalism. As the entire broadcast will be judged, students must fill all announcing roles.

## **S6. Video Live Sports - Football & Basketball only** - one entry per school

Submit excerpts of a live sports play-by-play broadcast of a football or basketball game only that is condensed to between eight and 12 minutes. Must include at least the opening 30 seconds and a minimum of two-additional excerpts, one of which includes three minutes of unedited coverage. The program may include pre-production, but may not have any post-production editing. The majority of the broadcast roles should be performed by students. Any roles not performed by students must be disclosed in the online submission form. Entries will be judged upon opening, play-by-play announcing, commentary, game video, use of production elements, audio and video quality, switching and overall impression.

## **S7. Video Live Sports - All Other Sports only** - one entry per school

Submit excerpts of a live sports play-by-play broadcast of any **non-football or basketball** sport that is condensed to between eight and 12 minutes. Must include at least the opening 30 seconds and a minimum of two-additional excerpts, one of which includes three minutes of unedited coverage. The program may include pre-production, but may not have any post-production editing. The majority of the broadcast roles should be performed by students. Any roles not performed by students must be disclosed in the online submission form. Entries will be judged upon opening, play-by-play announcing, commentary, game video, use of production elements, audio and video quality, switching and overall impression.

## **S8. Video Sports Program** - two entries per school (A single student may not be in the talent, producer or director role on both submissions)

Submit a live or pre-recorded student-led sportscast, sports talk show, or other non-play-by-play sports program. The program may include anchors, announcers, interviews, reporters, and packages. Submit entire sports program with any commercial breaks or content not part of the program removed. Entries will be judged upon opening sequence, story order, story lead-ins, writing, production value, show elements, audio and video quality, credibility of talent, delivery and overall impression.

**S9. Video Sports Package** - two entries per school (A student may enter category once)

*\*\*\* Note: Please submit news-related packages in the Video News Package category \*\*\**

Submit a stand-alone sports package for inclusion in a newscast or magazine format program including elements such as reporter track, interviews, and b-roll footage. This category does not include voice-over only stories. Length should not exceed two-and-a-half minutes. Entries will be judged upon writing, delivery, originality, credibility, storytelling, audio/video quality, editing and overall impression.

**M1. Student Media Website** - two entries per school (A student may enter category once)

Provide a link to station or program website. Entries will be judged upon design, ease of navigation, functionality, quality and variety of content, promotional value, timeliness and overall impression.

**M2. Social Media Presence** - two entries per school (A student may enter the category once)

*\*\*\* While a school may enter category twice, specific station or program may only enter once \*\*\**

Provide link(s) to one or more station or program social media platform(s). Entries will be judged upon how well students use appropriate hyperlinks and hashtags, quality of media in posts (videos, graphics, photos, etc.), variety of content, creativity of posts, consistency of posts, incorporation of imaging and branding, tagging and overall engagement with the station or program audiences.

**M3. Podcast** - two entries per school (A student may enter the category once)

*\*\*\* Note: Audio from a submitted Vodcast can't be entered here \*\*\**

*\*\*\*Submissions are required to upload the show's corresponding thumbnail (cover art) as a .jpg file\*\*\**

Submit a single audio podcast episode from a series. The submission must be at least five minutes, but no longer than 15 minutes. Entry should utilize music and production elements to create a compelling audio experience. Content must be school appropriate in terms of language and copyright laws. Entries will be judged on demonstrated pre-planning, opening, effective and efficient storytelling, creativity, originality, production quality, vocal performance and closing.

**M4. Vodcast** – two entries per school (A student may enter the category once)

*\*\*\* Note: A video-recording from a submitted Podcast can't be entered here \*\*\**

*\*\*\*Submissions are required to upload the show's corresponding thumbnail (cover art) as a .jpg file\*\*\**

Submit a single video podcast episode from a series. The submission must be at least five minutes, but no longer than 15 minutes. Entry should utilize music, video and other production elements to create a compelling multimedia experience. Content must be school appropriate in terms of language and copyright laws. Entries will be judged on demonstrated pre-planning, opening, effective and efficient storytelling, creativity, originality, production quality, camera framing and shot variety, vocal performance and closing.

**M5. Video Comedy/Parody** - two entries per school (A student may enter category once)

\*\*\* Note: Review rule 10 in the competition rules prior to submission. \*\*\*

Submit an original video production of a comedy, parody or other humorous skit that is at least 90 seconds in length, but no longer than five minutes. Entries will be judged upon concept, production values, script, acting and comedic effect.

**M6. Sound Design** - two entries per school (A student may enter category once)

IASB will provide each member school with the video and script of the dialogue to be used in this category (available from IASBonline.org). Contestants must add audio to the video provided. Audio should include sound effects, music and dialogue. Copyrighted material may not be used. Sound effects and music from licensed or royalty free libraries are acceptable. Entries will be judged upon appropriate use of sound, synchronization, segues, creativity, flow, pacing and ambiance.

**M7. Animated Story** - two entries per school (A student may enter category once)

Submit a short, completely, animated film in any format (2D, 3D, Stop Motion) of at least 15 seconds in length, that tells a narrative story. Music does not need to be original. Entries will be judged upon originality, creativity, audio, storyline and overall impact.

**M8. Motion Graphics** - two entries per school (A student may enter category once)

\*\*\* Note: Premade templates are not acceptable \*\*\*

Submit an original 2D or 3D motion graphics project that includes motion or movement as a major element to communicate information. Entries may include creative titles, typography, compositing and animation of still images and graphic elements. Judging will be based upon originality, creativity, use of text motion, graphic design and overall creative impact.