



## Arkansas TSA Pin Design Challenge 2025

Bring your creativity to life and represent Arkansas TSA at the 2024 National Conference in Dallas, Texas! Participants can choose their challenge level from three exciting design tiers:

1. **Classic Tier:** A simple, cost-effective design, perfect for mass production and trading.
2. **Premium Tier:** A detailed and elegant design with enhanced aesthetics and visual appeal.
3. **Innovative Tier:** A bold and ambitious design incorporating interactive or dynamic elements like lights, spinners, or movable parts.

## Submission Requirements

- Designs must reflect Arkansas in some manner (e.g., through name, shape, or imagery).
- Must include "2025" or "'25."
- Size specifications: Minimum  $\frac{3}{4}$ " x  $\frac{3}{4}$ " and maximum 2" x 2."
- Submit as a high-resolution JPG, PNG, or PDF file.
- Email entries to [stateadvisor@arkansastsa.org](mailto:stateadvisor@arkansastsa.org) with the subject line "2025 Pin Design." The design must be sent as an attachment, and the body of the email must contain the name, school, and grade of the student submitting the design as well as what tier the design is being entered as.
- Entries will be accepted until 1/21/2025 at 11:59 PM CST.
- Winners will have their ARTSA State Conference registration fee waived.

**Choose your level of complexity and creativity, and let your imagination shine! Whether you go for a classic or cutting-edge design, make Arkansas proud!**

## Classic Tier Rubric

Criteria	Minimal Performance (1-4 points)	Adequate Performance (5-8 points)	Exemplary Performance (9-10 points)
<b>Visual Impact</b> (x3)	The design is cluttered, unclear, or illegible at smaller sizes. Colors clash, reducing appeal.	The design is mostly clear and legible but may have minor distractions or inconsistencies in color or layout.	The design is highly clear, legible, and visually appealing, with excellent use of space and harmonious color choices.
<b>Relevance to Arkansas</b> (x2)	The design has minimal or unclear connection to Arkansas (e.g., generic imagery or unrelated themes).	The design includes elements that relate to Arkansas but lacks strong or unique state representation.	The design effectively integrates Arkansas-specific imagery or symbolism, creating a clear connection to the state.
<b>Technical Execution</b> (x2)	The design shows poor attention to detail, with uneven lines, mismatched fonts, or improper resolution.	The design is mostly well-executed but includes minor technical flaws or areas for improvement.	The design demonstrates excellent craftsmanship, with clean lines, balanced composition, and professional resolution.
<b>Reproducibility</b> (x3)	The design is overly complex, hard to produce, or unlikely to translate well to enamel pin format.	The design is feasible to produce but may require slight adjustments to simplify production or improve clarity.	The design is cost-effective and optimized for enamel pin production with no adjustments needed.



### Premium Tier Rubric

Criteria	Minimal Performance (1-4 points)	Adequate Performance (5-8 points)	Exemplary Performance (9-10 points)
<b>Aesthetic Appeal</b> (x3)	The design lacks detail, with a flat or unpolished appearance that fails to attract attention.	The design has some appealing elements but may lack cohesion or polish in certain areas.	The design is highly polished and detailed, with an engaging and visually striking appearance.
<b>Thematic Depth</b> (x2)	Arkansas representation is minimal or generic, and the design lacks a cohesive theme.	Arkansas representation is present but not deeply integrated; the theme is clear but could be more impactful.	Arkansas-specific imagery or symbolism is integrated thoughtfully, creating a cohesive and meaningful theme.
<b>Innovation</b> (x2)	The design shows minimal creativity, using basic or predictable techniques and elements.	The design demonstrates creativity but lacks refinement or originality in execution.	The design is highly creative, incorporating advanced techniques or imaginative concepts that elevate its uniqueness.
<b>Feasibility</b> (x3)	The design is overly intricate or impractical for production, requiring significant alterations.	The design is feasible but may need minor adjustments to balance complexity and manufacturability.	The design balances intricate details with practical feasibility, ensuring smooth production and visual impact.

### Innovative Tier Rubric

Criteria	Minimal Performance (1-4 points)	Adequate Performance (5-8 points)	Exemplary Performance (9-10 points)
<b>Creativity and Originality</b> (x3)	The design is uninspired, with little to no evidence of originality or unique features	The design shows some creativity, but elements may feel familiar or lack standout innovation.	The design is exceptionally creative, showcasing original ideas and distinctive features that set it apart.
<b>Functionality</b> (x2)	Interactive or dynamic elements are poorly integrated, impractical, or unlikely to function well.	The design includes functional elements that work but may lack refinement or durability.	Interactive or dynamic elements are seamlessly integrated, highly functional, and add significant value to the design.
<b>State Representation</b> (x2)	The connection to Arkansas is weak or unclear, with state-specific elements feeling forced or secondary.	The design includes state representation but may not fully integrate Arkansas themes cohesively or creatively.	The design uniquely and creatively highlights Arkansas through well-integrated and meaningful state-specific elements.
<b>Execution</b> (x3)	The design has significant flaws in quality, with uneven lines, poor resolution, or incomplete details.	The design is mostly well-executed but has minor issues that detract from its overall quality.	The design is polished, professionally executed, and demonstrates excellent attention to detail and craftsmanship.