

The Great Computer Challenge, 2026

Graphic Design, Level 2

Background

A new Art Museum is being built in the heart of New Orleans, Louisiana and is meant to be a dynamic space celebrating art and artists from across the state for locals and visitors alike. The purpose of this new construction is to foster a sense of community and connection through intimate gatherings such as art exhibitions, live art sessions, and enlightening artist lectures. The New Orleans Museum of Modern Art (MoMA) welcomes everyone who seeks to immerse themselves in the rich tapestry of it's artistic community.

You've been tasked to create some graphics for the museum's Grand Opening. Envision how your design work can draw in crowds of people to the museum and consider how your poster will be viewed in person and digitally.

Guidelines & Requirements

Complete at least 2 of 3 tasks. There are no requirements for software to use except final output needs to be high-resolution (at least 300dpi) PDF and low-resolution (at least 72dpi) .jpg or .png for web use.

- All final products should be consistent and cohesive.
- Ensure the branding reflects the landscape and community of New Orleans, Louisiana.
- Pay close attention to color choices and readability.
- Mockups are encouraged, but not required.
- Limited AI usage is allowed (i.e. idea generation) but will not be used in or for the final output of tasks.
- Optional: Designs can be partially or fully hand drawn using digital software or physical media. If using physical media, artwork can be me "scanned" into your preferred digital software.

Tips:

- Save your work every few minutes.

Challenge

The following tasks are the main objectives.

Task 1: Create a logo for the New Orleans Museum of Modern Art (MoMA)

- Logomark and a logotype are high priorities
- Think about what imagery would help the museum stand out; something eye catching
- Also consider simple shapes over complicated ones; an easily readable logo goes a long way
- Will be used for print products and digital products

Task 2: Create Social Media Graphics

- At least 3 images to use for posts.
- 1000px x 1000px (3.33 x 3.33in)
- Use of video, animation, or motion graphics is acceptable

Task 3: Design Printed Promotional Material

- Encourage attendance at events/exhibits
- Choose 1: Flyer, Poster, or Brochure
- Flyer dimensions: 2550x 3300px (8.5 x 11in)
- Poster dimensions: 3300 x 5100px (11 x 17in)
- Brochure dimensions: 2550x 3300px (8.5 x 11in)

Judging Criteria

The project will be judged on the originality and creativity of the ideas behind the solution, the quality of the design, and the accuracy of the final design to the requirements.

- Your picture must be printed by the time the contest is over (if you choose to print).
- Leave your designs up on the computer screen or on your table when you leave.
- If your computer logs out when you are finished, please leave the login information on the judge's card.

SOL Correlation

***Have fun and thank you for participating in the
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