



Design a custom pin that represents the spirit, mission, or identity of Idaho DECA!  
Your design could be turned into a real enamel pin!

## Deadline

Sign up by  
July 30, 2025



## Out-of-town entries

Mail to Idaho DECA by  
Aug. 15, 2025

No late entries accepted.

## All others

Drop off at fairgrounds  
Aug. 23, 8–10:30 a.m.  
to get your fair entry ticket



## Requirements

- ☐ **Theme:** Should reflect Idaho DECA
- ☐ **Size:** Final design must be scalable to approx. 1.25–1.5 inches
- ☐ **Colors:** Max 6 solid colors (no gradients)
- ☐ **Line Work:** Bold, clean lines; all text should be legible at small scale
- ☐ **Format:** Fair submissions must be printed on 8.5 x11 paper and mounted to a black foam core board that is 9.5 x 12
- ☐ **Submission must be in one of these formats:** high-resolution PNG, JPG, or PDF
- ☐ **Optional:** Include ideas for glitter, movement, or unique features

## Rules

- Only one entry per person
- Work must be original
- All designs become the property of Idaho DECA for promotional use

## Must include

- Your full name and contact info
- A title for your design
- Short explanation (50–100 words) of the symbolism or meaning
- Clear printed version of your design (hand-drawn or digital)

## POINTS



| CRITERIA                          | EXCELLENT  | GOOD  | FAIR   | POOR                                     |
|-----------------------------------|--|---|--|--|
| <b>Creativity and originality</b> | Unique, imaginative concept that stands out and feels fresh.                     | Creative idea with some original touches.                     | Somewhat derivative; lacks originality.                    | Uninspired or copied design.             |
| <b>Visual appeal</b>              | Eye-catching, well-composed, and aesthetically pleasing.                         | Looks good with minor design inconsistencies.                 | Appealing but feels unbalanced or visually cluttered.      | Visually unappealing or messy.           |
| <b>Concept and meaning</b>        | Clear theme or message that resonates or tells a story.                          | Thematic idea is mostly clear and meaningful.                 | Theme is weak or ambiguous.                                | No clear theme, story, or concept.       |
| <b>Design for production</b>      | Practical for pin production (size, line thickness, color separation, etc.).     | Mostly suitable for production with minor adjustments needed. | Some production issues (e.g. too detailed, poor contrast). | Not feasible to manufacture as a pin.    |
| <b>Use of color</b>               | Excellent palette, great contrast, and harmony.                                  | Good color choices, a few areas could be improved.            | Acceptable colors, but not very cohesive or appealing      | Poor or clashing color choices.          |
| <b>Line work and clarity</b>      | Crisp, clean lines; easy to interpret even at small scale.                       | Mostly clean, minor clarity issues.                           | Lines are rough or lose detail at pin size.                | Messy or unclear lines.                  |
| <b>Original execution</b>         | Shows effort, skill, and attention to detail in digital or hand-drawn execution. | Good execution with some polish.                              | Average effort or skill; could use refinement.             | Sloppy, rushed, or low-effort execution. |
| <b>Wow factor</b>                 | Truly memorable; would make people want to wear or collect it.                   | Interesting and likable.                                      | Mild impact; doesn't leave much impression.                | Forgettable or confusing.                |



## Judging criteria

| CATEGORY                   | POINTS    |
|----------------------------|-----------|
| Creativity and originality | 10        |
| Visual appeal              | 10        |
| Concept and meaning        | 10        |
| Design for production      | 10        |
| Use of color               | 10        |
| Line work and clarity      | 10        |
| Original execution         | 10        |
| Wow factor                 | 10        |
| <b>Total</b>               | <b>80</b> |



## Prizes and recognition

- Winning design may be produced as an enamel pin
- Potential placement at the Western Idaho State Fair
- Recognition at DECA State Leadership Conference





Create a video answering “Why DECA?” Share your journey, show DECA’s impact on your life, and inspire others to join using your story and voice.

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## Requirements

- ☐ **Length:** 1 to 2 minutes
- ☐ **Content:** Must include:
  - Why you joined DECA
  - How DECA has impacted you personally and professionally
  - Why you think others should join
- ☐ **Tone:** Positive, authentic, and reflective
- ☐ **Format:** MP4 or YouTube/Vimeo link
- ☐ **Credits:** Include your name, school/chapter name at the end

## Reminders

- Keep it school-appropriate
- Speak clearly and confidently
- Be yourself! Genuine stories make the strongest impact

## Ideas to include

- Favorite DECA memory or event
- Leadership opportunities you’ve had
- Skills you’ve developed
- Friendships or connections you’ve made
- Career inspiration or goals

## POINTS



| CRITERIA                       | EXCELLENT   | GOOD  | FAIR  | POOR  |
|--------------------------------|---|---|---|---|
| Personal impact and reflection | Clearly and powerfully explains how DECA has impacted the student's growth and goals. | Personal story is present and relevant, though not deeply explored. | Some personal impact mentioned but not well developed.    | Little to no reflection on personal experience. |
| Persuasiveness                 | Strong, genuine encouragement for others to join DECA; compelling and inspiring.      | Encourages others to join with decent support.                      | Message is somewhat persuasive, lacks strong reasons.     | Weak or unclear encouragement to join.          |
| Clarity of message             | Central message is clear, focused, and well-articulated.                              | Message is understandable, with minor clarity issues.               | Message is somewhat scattered or vague.                   | Difficult to understand or lacks focus.         |
| Enthusiasm and passion         | Shows strong energy and authentic passion for DECA.                                   | Generally enthusiastic and positive.                                | Slightly flat or rehearsed delivery.                      | Little emotion or connection to the topic.      |
| Structure and organization     | Well-structured intro, body, and conclusion; smooth flow.                             | Mostly organized with clear progression.                            | Choppy or uneven structure.                               | Disorganized or confusing.                      |
| Creativity and presentation    | Creative, original approach that reflects the student's personality or vision.        | Some creative elements used effectively.                            | Minimal creativity; standard approach.                    | Lacks creativity or effort in presentation.     |
| Audio and video quality        | Clear visuals and audio; easy to hear and see.  | Mostly good quality with a few distractions.                        | Some issues with clarity or background noise.             | Poor audio/video makes content hard to follow.  |
| Length and timing              | 1–2 minutes; concise and effective.   | Within or close to time frame.                                      | Slightly too short or long; may feel rushed or drawn out. | Too short or too long; lacks time awareness.    |
| Language and delivery          | Confident, polished delivery with clear voice and appropriate tone.                   | Mostly confident; some filler or awkward pauses.                    | Uneven delivery; unclear or monotone.                     | Unclear, rushed, or disengaged speaking.        |



## Judging criteria

| CATEGORY                       | POINTS |
|--------------------------------|--------|
| Personal impact and reflection | 10     |
| Persuasiveness                 | 10     |
| Clarity of message             | 10     |
| Enthusiasm and passion         | 10     |
| Structure and organization     | 10     |
| Creativity and presentation    | 10     |
| Audio and video quality        | 10     |
| Timing                         | 10     |
| Language and delivery          | 10     |
| Total                          | 90     |



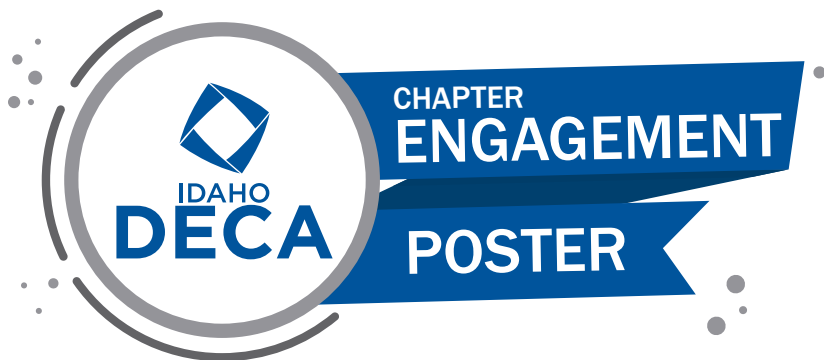
## Prizes and recognition

- Potential placement at the Western Idaho State Fair

## Your story matters.

Let your DECA “Why” be someone else’s “Why join?”





Design a visually engaging poster showcasing your chapter's impact through events, service, achievements, and creativity in school and the community. Highlight how you stay active and involved.

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## Requirements



- ☐ **Size:** Standard poster board (22"x28") mounted on black foam core boards for displaying.
- ☐ **Title** must include your Chapter Name and School Name
- ☐ **Showcase** at least 3 major activities or accomplishments
- ☐ **Include** photos, visuals, or graphics to illustrate your chapter's engagement
- ☐ **Must be** neat, organized, and easy to read from a distance
- ☐ **Optional:** QR code or link to chapter website, video, or social media

## Reminders

- Be respectful of all individuals and events featured
- Avoid copyrighted images unless you have permission

## Suggestions

- Community service projects
- Fundraising events
- Member accomplishments or recognitions
- Competitive events or conferences attended
- Health promotion or advocacy activities
- Creative displays or chapter spirit days

## POINTS



| CRITERIA                          | EXCELLENT  | GOOD  | FAIR   | POOR  |
|-----------------------------------|--|---|--|---|
| <b>Visual appeal and design</b>   | Eye-catching, clean, and professional; great layout, balance, and use of color.      | Attractive with good design elements and effort shown.          | Some visual interest, but cluttered or under-designed.   | Lacks visual appeal; messy or poorly constructed. |
| <b>Clarity and organization</b>   | Information is clearly arranged and easy to follow; excellent flow.                  | Mostly organized with minor clarity issues.                     | Some sections unclear or poorly grouped.                 | Disorganized or difficult to follow.              |
| <b>Content quality</b>            | Highlights a wide range of chapter events, involvement, and activities with detail.  | Shows several chapter activities; may lack depth in some areas. | Includes limited or general info on chapter involvement. | Very few events or engagement examples included.  |
| <b>Creativity and originality</b> | Creative presentation that reflects the chapter's unique personality.                | Some creative elements are present.                             | Minimal creativity or originality.                       | Generic; lacks effort or unique touches.          |
| <b>DECA spirit and branding</b>   | Clearly reflects DECA values, mission, and spirit; uses logos/ colors appropriately. | Mostly consistent with DECA branding and spirit.                | Some DECA references but inconsistent or minimal.        | Lacks clear connection to DECA identity.          |
| <b>Accuracy and relevance</b>     | All information is accurate, relevant, and well-integrated.                          | Mostly accurate; a few minor errors or outdated items.          | Some inaccuracies or vague information.                  | Contains errors or irrelevant content.            |
| <b>Effort and completeness</b>    | Poster is complete, polished, and goes above basic expectations.                     | Good effort and mostly complete.                                | Basic effort or missing minor elements.                  | Incomplete or rushed.                             |
| <b>Call to action or impact</b>   | Strong message that inspires involvement, pride, or interest in the chapter.         | Includes a message, but less impactful.                         | Weak or unclear takeaway or message.                     | No clear message or purpose.                      |



## Judging criteria

| CATEGORY                   | POINTS |
|----------------------------|--------|
| Visual appeal and design   | 10     |
| Clarity and organization   | 10     |
| Content quality            | 10     |
| Creativity and originality | 10     |
| DECA spirit and branding   | 10     |
| Accuracy and relevance     | 10     |
| Effort and completeness    | 10     |
| Call to action or impact   | 10     |
| Total                      | 80     |



## Prizes and recognition

- Potential placement at the Western Idaho State Fair

**Let your chapter's story shine  
through creativity and pride!**

