



SDG Design Challenge

Goal: Design Hawai'i-themed symbols for the UN Sustainable Development Goals

Requirements:

- Design only the SDG symbol. Background color, number, and font (Giorgio Sans - Bold) must remain the same.
- Design must be one color (white).
- Designs may be submitted by a team or individual of 1-4 PAAC club members. There is no limit to how many teams or submissions one school can have. One team or individual may submit more than one design for the same SDG.
- Each design must be accompanied by an insightful description that addresses:
 - What the design depicts
 - How the design relates to the SDG
 - How the design relates to Hawai'i
 - Why you designed it this way

Judging Criteria:

- **Creativity:** Is the design unique? How is it Hawai'i-themed? Is the design description well-written and insightful? Does it enhance our understanding of the design and the designers' motivations?
- **Clarity:** Does the design convey the SDG clearly?
- **Neatness:** Is the size of the design big enough (images should not be pixelated when printed to 4x4 inches)? Is there attention to detail? Designs may be hand-drawn but must be submitted electronically.

Selection:

Based on the above criteria, PAAC and the Hawai'i Institute for Human Rights will select the best design for each SDG. Submitting designs for all SDGs, as opposed to just one or two, means you potentially have a greater chance of winning.

Winners:

Creator(s) of the winning design for each SDG will receive a prize! The school with the most winning submissions will also receive a prize. Winning designs will be showcased on PAAC's website and displayed at PAAC's 2018 Fall Global Vision Summit.

Email submissions to PAAC at hs@paachawaii.org by **May 1, 2018**

For more information about the UN Sustainable Development Goals, visit:
<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>



Original design for SDG #14



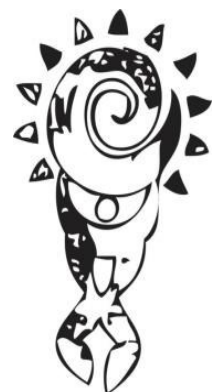
Example of Hawai'i-themed design



Lacking creativity, not Hawai'i related



Too busy, sloppy, wrong color, wrong font



In partnership with the Hawai'i Institute for Human Rights

Example Submission



Our design for SDG #14: Life Below Water features the iconic image of the honu under a wavy line that represents the ocean's surface.

Honu hold deep significance in Hawaiian culture. Hawaiian myth and legend describe honu as a guide that led the first Polynesian settlers to the island, a messenger, a monster sent to attack enemies, a living canoe that transports lovers to each other, and even as the foundation of some of the islands.

Unfortunately, honu are also a prime example of how humans have negatively impacted population numbers. Federally listed as a threatened species under the U.S. Endangered Species Act since 1978, honu population throughout the Pacific continue to decline due to habitat loss, capture in fishing nets, boat collisions, and disease.

Although the plight of the honu serves as an example of man's irresponsible exploitation and disregard for marine life, we hope that in the future it will become a symbol of hope and man's ability to live in harmony with nature. Just as it guided Pacific Islanders to Hawai'i, the honu can once again serve as a fitting guide, this time on a new journey of conservation and sustainability for all life below water.

Don't forget to include the names of all group members and your school.

Note: This is just an example. You are encouraged to design your own submission for SDG #14. This design would not receive full marks for neatness because it is pixelated at 4x4 inches.