

# THE REAL SHOW

## PROJECT 1

### Client Name

United States Postal Service (USPS)

### Problem

Design a postage stamp commemorating **The Lunar New Year: The Year of the Rat**

### Audience

The audience is all Americans, including all 50 states Puerto Rico, and territories.

### Background Information

The design of the stamp should be 1 in a series of 12 related designs commemorating each animal in the Lunar New Year cycle. The entire cycle can be found here: [https://en.wikipedia.org/wiki/Chinese\\_zodiac](https://en.wikipedia.org/wiki/Chinese_zodiac)

The proposed design should indicate how it will be adaptable for the rest of the Lunar New Year cycle (the other animals in the cycle).

The design can be illustration, photography, typography, or a combination of all three.

### Specifications

The design should be provided in CMYK (four-color process) and may use up to three additional spot colors (Pantone) if necessary.

### Copy

Lunar New Year  
Forever / USA

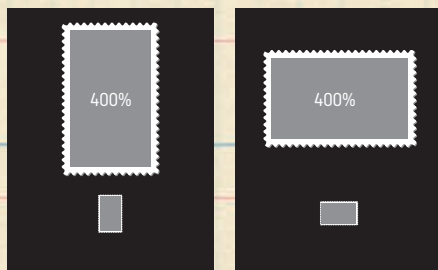
["Forever"] is the stamp denomination. It shows that the price paid for the stamp will allow it to be good forever. USA identifies the country of origin. The type should try to avoid appearing like a cheer: "USA Forever!" or a jingoistic chant "Forever USA!" The two pieces of type can appear separately but often appear in proximity to one another]

### Other information

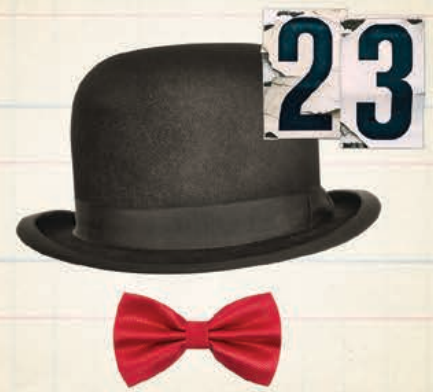
The stamps are sold across the country, so the design should have a broad appeal while being respectful of Asian-American communities who celebrate the Lunar New Year.

### Presentation

- please submit your entry as one 8.5 x 11 PDF
- show your design at 100% and 400% for presentation purposes
- stamp image area: 0.84 x 1.42
- your stamp can be vertical or horizontal
- Adobe Illustrator stamp die is attached



stamp image area:  
0.84 x 1.42



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## ENTRIES DUE APRIL 7, 2023

### FREE TO ENTER

Submission, judging, and exhibition details to come.

### ELIGIBILITY

All undergraduate students currently enrolled in an accredited college or university are eligible to participate. Part-time students working more than 1,000 hours annually in the field are not eligible.

### CONTACT

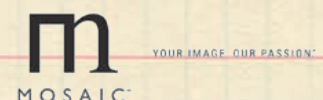
For questions and sponsorship opportunities, please contact:

Rick Heffner  
[rheffner@gmu.edu](mailto:rheffner@gmu.edu)  
Assistant Professor  
of Graphic Design  
George Mason University  
School of Art

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