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TCC Students Place in SkillsUSA Branding Contest

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Computer graphics students at the Poplar Bluff Technical Career Center won second and third place respectively in the 2018 brand design contest at the state fall leadership contest of SkillsUSA Missouri held recently in Jefferson City.

Jeramiah Gracia won second place and Rayni Seesengood placed third out of more than 70 entries. Themed ‘job-ready day one,’ the contest included a T-shirt, banner and trading pin component, and a cohesive design among the mediums.

“It’s indicative of the level of skills students are capable of in this program – graphic design,” commented Charles Kinsey, TCC director. “[SkillsUSA] is an important organization because it allows the students to express themselves and compete, while the industry tunes in.”

The students, both seniors, qualify to compete in the district contest in February and the statewide competition in April.

The computer graphics program, under the instruction of Regina Gossett, has produced employees in multiple area print shops over the years including 4M Sign Service & Design, Southeast Signs & Graphics, and Stinson Press.

“Our goal is to prepare students to go into the workforce,” said Gossett, “so we align [the program] with what they are doing in their shops.”

Pictured: Jeramiah Gracia and Rayni Seesengood take two of three top spots in an area branding competition.

Photo and article submitted by Tim Krakowiak, Communications/Marketing Director, Poplar Bluff R-I School District

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