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FOR IMMEDIATE RELEASE

Adobe's "Creative Jam", a live design competition, to take place at the Joy Theater

October 8, 2015 - 9pm-11:30pm at the Joy Theater, 1200 Canal St, New Orleans, LA 70112

Adobe, the gold standard in graphics software, will host a live competition featuring speakers and judges from around the country. This large, free event is a part of the annual design conference for AIGA, the largest professional organization for graphic designers. Competing designers will use Adobe Photoshop, Adobe Illustrator, and other Adobe products to create original visual and motion work along a theme revealed earlier that evening.

Event contact:

AIGA New Orleans President Julia Sevin: juliasevin@neworleans.aiga.org or 504-654-9032

Registration for event:

<https://nvite.com/CreativeJam/aiga>

Event hashtags for social media (Facebook, Twitter, Instagram):

#CreativeJam #AIGADesign

Resources:

Small graphic: <https://goo.gl/X94mLj>

Large graphic: <https://goo.gl/bW4Fqo>

Event promotional copy:

Did you ever wish that design came with jerseys, mascots, and guttery trash talk? Well, grab your foam fingers, because Adobe is transforming its industry-standard creative applications into the platform for pulse-pounding competition at the Adobe Creative Jam, next hosted at the Joy Theater on Thursday, October 8th.

This late-night party follows the first day of the AIGA Design Conference, the three-day design inspiration extravaganza organized by AIGA, the professional association for design and the oldest and largest design membership organization, which returns to New Orleans with provocative speakers, facetime with your design heroes, hands-on workshops to master professional development and craft skills... and all the beignets you can eat. Visit the AIGA Design Conference site for registration, a detailed schedule, a complete list of 100+ stimulating speakers, and more.

Creative Jam kicks off with a one-hour design showcase, highlighting the work of creative leaders.

At the same time, in the next room, 10 design teams will be competing in the Creative Jam tournament, a 3-hour design charrette showdown. Once the Creative Jam presentations wrap, tournament participants will take the stage to share their creations with you. As part of the audience, you'll judge each submission and select the Grand Prize winner.

You can discover [all the designs created during the previous Creative Jams on Behance](#) and follow the #CreativeJam hashtag.

RSVP today to join Adobe and AIGA New Orleans for networking, creative speakers, and live, hold-no-prisoners design competition. Make sure to register for this special event and also bring your AIGA Design Conference badge for entry.

More about AIGA New Orleans (neworleans.aiga.org)

AIGA, the national association for design, is 100 years strong in advancing design as a professional craft, strategic advantage, and vital cultural force. As the largest community of design advocates, we bring together practitioners, enthusiasts, and patrons to amplify the voice of design and create the vision for a collective future. We define global standards and ethical practices, guide design education, enhance professional development, and make powerful tools and resources accessible to all. AIGA New Orleans seeks to become a resource for all creative people in the community who are looking to participate in meaningful work and make Louisiana a place to have a design career.

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