

EIDD Design for all Competition Endorsed by Icograda

Competition regulations

1. EIDD Design for All Europe invites submissions of posters, institutional videos and guerrilla marketing tools dedicated to capturing the differing perception of its work in the field of Design for All, i.e. design for social inclusion, all over the world and applying it for promotional purposes. Further information about the topic is available from the website www.designforalleurope.org.

2. EIDD Design for All Europe award scheme is endorsed by Icograda (International Council of Graphic Design Associations); the organisational aspects are the responsibility of IIDD Design for All Italy and Design Center Bologna.

3. Offices, studios, agencies, freelances and students working in the sectors of graphic design and visual communications in general (including street artists, advertisers etc.) are all eligible to take part.

4. The award scheme comprises three categories. Each participant may enter for all three categories, but only one entry per category is allowed. The possibility of a form of co-ordination between entries presented for the three categories is not a necessary criterion.

5. The three categories are:

Posters: cm 70x100

Institutional videos: 30 seconds

Guerrilla marketing: unpredictable material, for actions along the lines of street art.

6. To enter the competition, participants must go to the website **www.design-center.it** and fill in the online registration form. Once registration has been completed, participants will receive a confirmation mail with a personal alphanumeric code. Participants can then send in their entries in the form of pdf files, in the case of posters and guerrilla marketing, and of avi files in the case of videos (maximum for all categories: 5 Mb) to the mail address **competition@design-center.it**, specifying the alphanumeric code received in the reference area of the mail.

7. The purpose of the rules stipulated in article 6 above is to guarantee anonymity.

8. The deadline for uploading entries is set at 21 September 2008.

9. The following prizes shall be awarded:

1st, 2nd and 3rd prize for each category

special prize for students

20 selected entries in each category.

Icograda Achievement Award

10. Acknowledgement

The winning entries in each category will be used by EIDD Design for All Europe to promote its activities for 2009-2010.

The second and third prizes shall be used to promote special initiatives, also at national level, dedicated to Design for All. The special student prize winner shall be used in campaigns targeting education and training.

The selected entries shall be collected in a catalogue to be published for the occasion, which shall accompany the exhibition in its international venues, and on the EIDD Design for All Europe website.

11. The entries shall be selected by a jury comprising: Finn Petrén (President, EIDD Design for All Europe), David Berman (Icograda Board Member), Avril Accolla (Vice President, EIDD Design for All Europe), Marco Berveglieri (publisher, Red Publishing), Giovanni Anceschi (Professor, IUAV Venice; President, Design Center Bologna Advisory Committee), Carlo Branzaglia (Professor, Bologna Academy of Fine Arts; EIDD National Director for Italy) shall serve as executive secretary without voting rights.

12. In the case of a high number of entries, a pre-selection jury shall be established, comprising members of the IIDD Design for All Italy Executive Committee: Marcella Gabbiani (President), Luigi Bandini Buti (Secretary), Chiara Cerea (Treasurer) and Carlo Branzaglia (EIDD National Director for Italy), plus Pete Kercher (Ambassador, EIDD Design for All Europe).

13. Intellectual property in the entries shall remain vested in their authors; the winners shall grant an unrestricted licence to EIDD Design for All Europe (by signing a due authorisation for this purpose included in the registration form), so that it can be used and applied in such media as EIDD shall see fit.

14. The names of the authors of the winning entries in all the above categories shall be mentioned on every occasion when their creations are used and shall also feature in pertinent press releases related to the development of the initiative.

15. A copy of the entries shall become part of the Icograda Foundation archive (a due authorisation for this purpose shall be included in the registration form) and the EIDD Design for All Europe archive.

16. EIDD Design for All Europe hereby undertakes to reproduce said material exclusively for the purposes of exhibitions, relevant publications in all media, activities promoting Design for All, or as illustrative attachments to press releases.

More info: competition@design-center.it