



## GENERAL TERMS

### of the international contest of ironic design “O!BIZON”

#### **General terms of the contest.**

Current terms define order of **the International Contest of Ironic Design “O!BIZON”** holding (herein after – Contest). Contest is organized by the Graphic Design Department of the Ural State University of Architecture and Arts with the support of the regional branch of the Russian Designers Union.

#### **Goal of the contest.**

The goal of the contest is to support the high creative status of the designer's profession and to demonstrate the possibilities of ironic and humorous conceptual solutions in design.

The contest is timed to the 50th anniversary of the Ural school of design. We proclaim: “Ekaterinburg is the capital of ironic design!”

#### **Main theme of the Contest.**

**Main theme** of the International Contest of Ironic Design “O!BIZON” is irony (and other shades of humor), embodied in the design projects of different areas of design, including poster design, industrial design, interior design, and fashion design.

The main theme of the **poster nomination** of International Contest of Ironic Design “O!BIZON” is duty, obligation and responsibility. The psychological phenomenon of imposed duties is a topic that is relevant for any modern person, but in the designer’s professional area it has its own unique semantic aspects. We offer beginners and professional designers to look at this phenomenon in an ironic way! We suggest contestants express their personal attitude to the important topic of a person's daily duties in a non-trivial, philosophical way with using the humor. They can do it by means of communicative design, because modern design is the design of emotions and ideas.

The entries for the nominations “Poster” and “Multimedia poster” in the “Graphic Design” section must strictly correspond to the poster theme “Obligations and Responsibilities”.

Design projects for the rest of the competitive sections (industrial, interior design and fashion design) have to fit the theme “ironic design”.

#### **Sections and nominations of the Contest:**

1. **Section “Graphic Design”** includes three nominations:
  - 1.1. **Nomination “Poster”**. A2 format poster presented in digital form made in any technique.
  - 1.2. **Nomination “Multimedia poster”**. Animated poster, it is possible to use sound.
  - 1.3. **Special nomination “Ironic T-shirt design”\***
2. **Section “Industrial Design”**. Design projects of household and office environment, furniture.
3. **Section “Fashion Design”**. The recommended themes are “service uniform” or design collections of everyday, sports and carnival clothes.
4. **Section “Interior Design”**. Unique “anti-stress” design object in the interior or urban environment.

**\*Special nomination “Ironic T-shirt design”**. This nomination was created in collaboration with the project CITYCELEBRITY. Open access to view all entries in this category. To participate you need to design a print for t-shirts (or shirts) with the ironic message, a funny story, a humorous inscription. To publish work you must: 1 - log on to the website CITYCELEBRITY.RU; 2 - to upload your work. Detailed description of the topics and conditions of this nomination are here: <http://citycelebrity.ru/citycelebrity/Post.aspx?PostId=137948>.

#### **Contestants.**

We're inviting to join our Contest:

1. students of art specialized universities and design specialties;
2. professional designers, including teachers and professors of art specialized universities.

There are no upper age limits for participation. Participating in this contest is free.

#### **Main criteria of judgment.**

1. Correspondence with the main theme of the contest. Personal view on the topic of responsibility of modern man, revealing personal meaning of the problem.
2. Clarity, honesty, and emotional expressiveness of the image of the design project.
3. Appropriate use of humor, irony and grotesque.
5. Artistic excellence of the project. Stylistic, graphic and conceptual conciseness.

#### **Requirements for the design projects.**

##### **General requirements for all categories:**

All works are accepted only by e-mail: [obizon-konkurs@usaaa.ru](mailto:obizon-konkurs@usaaa.ru).

Collective project creation is applicable if all authors are enlisted in contest application form. Contestants must send files or download link and contest application form in separate DOC file by e-mail. For several works from one author (or group of authors) one application form with list of the names of each work and with an indication exact nomination should be filled out. Maximum quantity of works by one contestant – five design projects.

Language of the design projects: Russian and English. All slogans in posters and inscriptions in projects in any other languages should be translated into Russian or English and provided together with the competitive work in a separate file with the heading “translation”.

**Requirements for the nomination “Printed poster”.** All posters should be estimated for reproduction in A2 (paper size) full color prints. Raster JPG, TIFF files with minimum of compression, strictly A2 sized in 300 dpi resolution or vector EPS of the same size are accepted.

**Requirements for the nomination “Multimedia poster”.** Projects should be able to be playing on the screen and fit into the dimensions of no more than 1920 x 1080 pixels, advanced formats for video files are GIF and WEBM.

**Requirements for the sections “Industrial Design”, “Fashion Design”, “Interior Design”.**

The key materials of the design project submitted for the Contest should be placed in an A1 size sheet (594x840 mm), saved in the JPG raster graphics with the least compression, strictly A1 size with 300 dpi resolution. Either in vector format or EPS size A1. A presentation or an explanatory note can be prepared in addition to the project. It can include a description of the concept, information about the customer and the rationale for the design solution, as well as additional elements of the project that are not included in the A1 size graphic sheet. The presentation format is pdf or ppt that is no more than 10 slides and 10 MB.

### **Procedure of the contest**

The contest is holding in several stages.

**1th stage – Qualification. 20<sup>th</sup> of December 2017 – 20<sup>th</sup> of March 2018.**

20th of December 2017 – start for contestant posters and contest application forms acceptance.

Deadline – 20th of March 2018 at 20:18 Moscow time zone.

**2nd stage – Final. 21<sup>st</sup> of March – 1<sup>st</sup> of April 2018.**

From 21st of March till 1st of April 2018 – finalists’ short-list formation and selection of the winners in each section by the international contest jury.

1st of April 2018 – Contest’s results publication, winners short-list publication with the announcement of the winners, posters online publication. Announcement of the place and time of the works exhibition and the final event of awarding the winners.

**Administration of the Contest.**

The contest administration will be done by Organization committee (herein after – Committee).

Committee includes the curator of the contest, the leading teachers and initiative students of the Graphic Design Department of the USAAA, representatives of the Russian Designers Union.

Organization committee's functions are: Contest jury membership approval not later than the Contest final will start; acceptance of the posters and contest application forms; invitation campaign for the partners and sponsors of the Contest; organization of the posters exhibition and the final event of the winners awarding.

### **Jury of the contest.**

People who will be invited to join the jury:

- representatives of the USAAA management;
- leading professors and associate professors of the USAAA Graphic Design Department;
- representatives of the Russian Designers Union;
- representatives of foreign universities and design studios, partners of the Contest;
- design and advertising professionals – leading designers and art directors of the advertising and design agencies of Yekaterinburg.

The functions of the Jury are to select and to grade the contestant posters; to select the winners of the Contest; to approve the contest's results and to award the final stage winners.

### **Awarding of Winners, finalists, and participants.**

The finalists are considered to be those participants who were included in the short-list of the Contest. All finalists will get a "Finalist Diploma" – an official document of the International Contest of Ironic Design "O!BIZON".

Those finalists who took the first three places in each nomination and the "grand prix" poster will get a "Winner Diploma" – an official document of International Contest of Ironic Design "O!BIZON". Also they will be awarded with gifts from sponsors and partners of the Contest.

Organization committee reserves the right to award the finalists with an extra diplomas and awards by the initiative of the jury members and Contest partners.

Educational institutions, students' leaders and active participants of the Contest will be awarded with letters of thanks and diplomas as well.

### **Final terms of the Contest.**

Participating in the contest is free.

Participating in the contest means complete agreement and acceptance of rules listed above.

The Organizing committee has the right to reject the submitted work from participation in the Contest, if it does not correspond to the topic of ironic design, quality criteria or technical requirements for the materials sent to the Contest. If the work is rejected, the author will receive a notification by the contact e-mail, after which the author can improve the work and send the corrected materials.

Organization committee reserves the right to reproduce the posters of the contestants in any form, for promotion, exhibition or other purposes with reference to the poster's author and Contest logo.

Organization committee reserves the right of holding in-personal voting for people's choice award at the finalists' exhibition with the award of an appropriate diploma.

Organization committee reserves the right of insignificant changes in dates of final stage and winners awarding with notification of the finalists and the winners via social networks and by email which is specified in their application form.

Nonresident participants, finalists and winners will receive their certificates and diplomas in form of digital scan via e-mail which is specified in their application form.

**Contacts:**

e-mail for contest projects acceptance: [obizon-konkurs@usaaa.ru](mailto:obizon-konkurs@usaaa.ru)

<http://www.usaaa.ru/news/vystavki-konkursy/OBIZON-konkurs>

[https://vk.com/obizon\\_konkurs](https://vk.com/obizon_konkurs)

<https://www.facebook.com/groups/obizon.konkurs>

Contest curator – Tatyana Igoshina, assistant professor of the Graphic Design Department, [igoshina@list.ru](mailto:igoshina@list.ru)

Attachment 1

APPLICATION for students

Name and age of participant, (group of participants)	
Country, city	
Educational institution, faculty, course, specialty	
Professor from the university (full name, position, department), if any	
E-mail	
Contest section/nomination	
Project title (titles)	

Attachment 2

APPLICATION for professionals

Name and age of participant, (group of participants)	
Country, city	
Profession, place of work	
E-mail	
Contest section/nomination	
Project title (titles)	