REGULATION
on the O!XX international ironic design contest

GENERAL PROVISIONS

This Regulation determines the procedure for conducting **the O!XX International irony design contest** (hereinafter referred to as the "Contest"), dedicated to the twentieth anniversary of the Graphic Design Department of the N. S. Alfiorov Ural State University of Architecture and Art (USUAA).

Organizer of the Contest: Graphic Design Department of the N. S. Alfiorov Ural State University of Architecture and Art, with the support of the Sverdlovsk Regional Branch of the All-Russian Public Organization "Russia Designers Association".

The goal of the Contest
The purpose of the Contest is to maintain a high creative status of the designer profession and to demonstrate the possibilities of ironic and humorous conceptual solutions in design.

MAIN THEME OF THE CONTEST

The main theme of the O!XX International irony design contest is irony and other shades of humor embodied in poster art and design projects of various directions of graphic design.

The main theme of the **poster nomination** of the O!XX International irony design contest is an ironic attitude towards design, designers, and the specifics of the work and educational process. The deadline, communication with the customer, the peculiarities of the creative process, deadlock and inspiration — all these are good reasons for irony and self-irony. O!XX in one reading is an anniversary date, reinforced by the emotional interjection "Oh!". On the other hand, it is an exclamation associated with the curiosities of the creative process and the result of design.

CONTEST CATEGORIES

1. O!XX – Poster category**.**
We invite aspiring and professional designers to take an ironic look at themselves and design. It is acceptable to use ANY humorous or ironic theme in the poster at the author's discretion. The use of graphic transformations of the Contest logo in a congratulatory poster is allowed.

Execution technique — free, poster in the A2 format is presented in digital form.

Categories of participants: students, professionals.

2. O!XX – Project category**.**
Any projects in the field of graphic design that correspond to the theme of ironic design, including the design of printing and publishing objects, advertising design, visual design of goods and services, packaging design, book design, board game design, etc.

Categories of participants: students, professionals.

3. O!XX – Multimedia category includes two project directions:
3.1 "Video production" — animation, motion design.
3.2 "Interactive" — WEB, mobile applications and AR, desktop applications, VR applications.
Categories of participants: students, professionals.

All submitted works must be accompanied by an application and comply with technical requirements.

CATEGORIES OF CONTEST PARTICIPANTS

Participants in the Contest are invited:
• students of relevant universities;
• professional designers, graduates, and teachers of creative universities.

There is no upper age limit for participation in the Contest.

Participation in the Contest is free of charge.

EVALUATION CRITERIA FOR CONTEST POSTERS

1. Compliance with the main theme of the Contest.
2. Accessibility, sincerity, and emotional expressiveness of the design object image.
3. Appropriate use of humor, irony, and grotesque.
4. Skill in the graphic execution of the Contest entry. Stylistic, graphic and conceptual conciseness.
5. Ergonomics (for the Multimedia nomination).
6. Project courage.

REQUIREMENTS FOR CONTEST ENTRYS

General requirements for all Contest sections and categories:

All works are only accepted in electronic form at e-mail:
OXX-konkurs@usaaa.ru

The Contest entry file should be named in the format: **Surname-nomination-X**
(where X is the serial number of the Contest entry of this author)

Collective creation of the Contest entry is allowed, indicating in the application the data of all members of the creative team.

The Contest entry file (or download link) and completed participant application in a separate DOC file are sent to the Contest email. For multiple entries from one author (or authors), one application is filled out listing the title of each entry and indicating the corresponding category. The maximum number of entries from one author is five design objects.

Contest works can be submitted in Russian or English. All slogans on posters and inscriptions in other languages must be translated into Russian or English and provided in a separate file under the heading "translation" together with the Contest entry.

Technical requirements for the "Printed Poster" category:

Submitted posters must be designed for reproduction as a full-color print with size A2.

Posters are accepted in JPG or TIFF raster graphic format saved with the least compression, strictly sized A2 for 300 dpi resolution. Alternatively, posters can be submitted in CDR, AI or EPS vector format with size A2.

Technical requirements for the "O!XX-Project" category:

The key materials presented in a design project submission must be composed on an A2 sheet in JPG or TIFF raster graphic format, saved with the least compression and at a strict size of A2 for 300 dpi resolution. Additionally, a presentation can be prepared with a project concept description, consumer information, project justification, and additional project elements not included on the graphic sheet. The presentation format should be a PDF, with no more than 10 slides, and not exceed 10 MB (use compression).

Technical requirements for the "O!XX-Multimedia" category:

For the "Video production" section:
The duration of the video must be between 10 seconds and 1.5 minutes, excluding static frames. The file format should be MP4, with H264 codec. The frame size should be 1920x1080 pixels.

For the "Interactive" section:
•   WEB-based submissions should be provided as a link to a working resource;
•   mobile applications should be provided as a file in (.APK) format;
•   desktop applications should be provided as an executable file (.EXE);
•   VR applications should be provided as an executable file (.EXE);
•   when there is no working application for the "Mobile Applications and AR", "Desktop Applications", "VR Applications" sections, a FIGMA layout is acceptable;
•   if the application has multiple files/folders, it should be packaged into a single archive;
•   the file/archive size should not exceed 3 GB.

CONTEST PROCEDURE

The Contest is held in several stages.

Stage I – Pre-selection.
May 5, 2023, to September 9, 2023.

May 5, 2023 – Beginning of accepting Contest entries and completed applications.

Deadline for submission of entries – **September 9, 2023, at 23:23** Moscow Time.

Stage II – Final.
September 9 – October 10, 2023.

From September 9 to October 9 – The international jury works to form a shortlist of finalists and determine the winners in each category.

October 10, 2023 – Publication of the Contest results, announcement of the finalists (shortlist), announcement of the winners by category, and publication of entries on the internet. Notification of the location and time of the exhibition and final award ceremony.

CONTEST SUPERVISING

The Contest is supervised by the Organizing Committee.

The Organizing Committee is comprised of Contest curators, leading professors, and proactive students from the Graphic Design Department of the USUAA and representatives of the Sverdlovsk Regional Branch of the All-Russian Public Organization "Russia Designers Association".

Functions of the Organizing Committee:
•   Approval of the composition of the Jury no later than the start of the final stage of the Contest;
•   Acceptance of entries and applications for participation in the Contest;
•   Organization of the poster exhibition;
•   Organization of the final event and awarding of Contest winners.

JURY OF THE CONTEST

To the Jury are invited:
•   representatives of the management of the USUAA;
•   leading professors and associate professors of the department of graphic design of the USUAA;
•   representatives of the SRO of the Sverdlovsk Regional Branch of the All-Russian Public Organization "Russia Designers Association";
•   representatives of foreign universities and design studios, partners of the Contest;
•   professional designers and advertisers — leading designers and art directors of advertising agencies and design studios in Yekaterinburg.

Functions of the Jury:
•   Evaluation and selection of works for the final stage of the Contest;
•   determination of winners and prize-winners of the Contest;
•   approval of the results of the Contest;
•   awarding the winners of the final stage of the Contest.

AWARDING PARTICIPANTS, FINALISTS AND WINNERS OF THE CONTEST

The finalists of the Contest consider the participants, the exceptional work in the short list of the Contest. All finalists received an official document "Finalist Diploma" of the O!XX Ironic Design Contest.

Participants from among the finalists who received the work took first, second, third place in the thematic section of the Contest and the work that won the "Grand Prix" received an official document "Winner's Diploma" of the O!XX ironic design Contest.

The organizer of the Contest for the right to award additional incentive diplomas to the finalists of the Contest on behalf of and on the initiative of the jury members and partners of the Contest. The jury for its own right introduces new clarifying thematic subtitles in the main competitive nominations and awards the finalists with the main diplomas in terms of the number and thematic diversity of works sent to the Contest.

Members of the jury and members of the organizing committee of the Contest received letters of thanks.

FINAL PROVISIONS OF THE CONTEST

Participation in the Contest for contestants is free.
Participation in the Contest means full and acceptance of the rules of this Regulation.

The Organizing Committee has the right to reject the proposed work from participation in the Contest if it does not consider the theme of ironic design, quality criteria or technical requirements for materials sent to the Contest. To the contact e-mail, after which the author can complete the work and send corrected materials.

The Organizing Committee has the right to print on any advertising media and use the works of the finalists and winners of the Contest for advertising, exhibition and other purposes to promote the Contest and for social advertising, indicating the author of the poster and the Contest logo.

The Organizing Committee voting for the right to conduct direct voting for the Audience Choice Award at the exhibition of the finalists Discussion contest with the award of an appropriate diploma.

The Organizing Committee has the right to slightly change the date of the final stage and postpone the date of the awarding event with the notification of the finalists and winners through social networks Vkontakte and by contact e-mail specified in the application.

Non-resident finalists and winners of the Contest can send diplomas to the contact e-mail specified in the application.

CONTACT INFORMATION

E-mail for receiving competitive works:
OXX-konkurs@usaaa.ru

USUAA website page about the Contest:
https://www.usaaa.ru/news/2023/o-hh-konkurs/

Contest curators:
Tatyana Igoshina, Professor of the Graphic Design Department, USUAA
Igor Levit, Associate Professor of the Graphic Design Department, USUAA
Lada Dyachkova, Senior Lecturer, Graphic Design Department, USUAA

APPLICATION FOR STUDENTS

Name and age of the participant, (group of participants)	
Country, city	
Educational institution, faculty, course, specialty.	
Head of the university (Full name, position, department), if any.	
E-mail	
Contest nomination	
Title of work(s)	
Brief description of the idea of work. Irony in the description is welcome.	

APPLICATION FOR PROFESSIONALS

Name and age of the participant (creative team)	
Country, city	
Profession, place of work	
E-mail	
Contest nomination	
Title of work(s)	