

Since
2000

Platinum
ORIGINALITY

International University Students
Graphic Design Competition

DEADLINE:

15.Sep

EXHIBIT DURATION:

15.Oct - 19.Oct

www.platinumaward.org

2015 The 16th Platinum Originality International University Students Graphic Design Competition

The Platinum Originality National College Students' Graphic Design Contest hosted by China Academy of Art will be fully upgraded into the Platinum Originality International College Students' Graphic Design Contest 2015, this competition is aimed at promoting the design education and design communication. It provides teachers and students with a platform to communicate with each other and improve themselves. Since it's founding in 2000, 16 years has passed. Generally believed to be a most eye-catching and significant professional competition in design teaching circle, academically honored as one of the most standard competitions for college students, it has been strongly supported and participated in by numerous teachers and students. Young and potential designers plunge themselves into the competition with tremendous enthusiasm and audacity, giving a full demonstration of their passion and talent, manifesting their expertise and pursuit, exploring a youthful approach to contemporary design. The previous contests had received a large amount of entries and had adopted extremely rigorous standards to pick the winning works. Many renowned graphic designers, experts and professors both at home and abroad had successively joined the contest as judge. For this year's contest, our panel of experts would be composed of famous designers and scholars from China and all over the world. They will select the excellent entries in line with the international practice.

Sponsor:

China Academy of Art

Organizer:

Department of Publicity of China Academy of Art

School of Design Art of China Academy of Art

Department of Visual Transfer Design of China Academy of Art

Strategic partners:

Hangzhou West Lake National Advertisement Garden

Zhejiang Minong Century Group

Shanghai Yunda Express Co., Ltd

Strategic Cooperation Media:

Art and Design

Design 360° -- Concept and Design Magazine

KW Magazine

Chief Planner: Xu Jiang /Wu Haiyan

General Counsel: Zhao Yan

Chairman: Bi Xuefeng

Executive Chairman: Wu Weichen

Secretary-General: Yuan Jingyi

Contest Organizing Committee Member:

Ye Xiaoqin/Hou Guangcheng/Hu Hanru/Lin Jingying/Li Chenyang/Luo Chenqi/

Li Canhong/Qin Tianlun/Liang Xianwen

International associate partners:

Sascha Lobe (D), Klaus Hesse (D)



16th

1. Competition agenda

- a. The entries solicitation begins in the mid of August, 2015
- b. Mail the recruiting letter and propaganda material since late August
- c. Announce the name list of the judges in September 2015
- d. Contribution solicitation's deadline is 15 September 2015 (the date of uploading the work)
- e. The appraise and election will begin since late September
- f. List of winners will be announced in middle and late October 2015, an award ceremony, an exhibition, lectures and forums will be held and the selection of work will be published

2. Works Category

Free Themed Works

B1 Poster Design

B2 Logo/VI Design

B3 Type Design

B4 Illustration Design

B5 Information Visualization Design

B6 Book Design

B7 Packing Design

B8 Multimedia/ Interaction Design

3. Awards

Awards setting for free theme categories

1. Platinum Creativity Grand Award for 1 entry, with 2,200 EUR bonus, Platinum Creativity Award certificate and collection;
2. Gold Award for 8 entries (1 for each category), with 730 EUR bonus, Gold Award certificate and collection;
3. Silver Award for 8 entries (1 for each category), with 440 EUR bonus, Silver Award certificate and collection;

4. Bronze Award for 16 entries (2 for each category), with 300 EUR bonus, Bronze Award certificate and collection;
5. Jury Award for 8 entries (7 for all categories in total), with Jury Award certificate and collection;
6. Excellence Award for 80 entries (10 for each category), with Excellence Award certificate and collection;
7. Candidate Award for around 300 entries, with Candidate Award certificate and collection.

The special prizes setting for this competition

1. 10 Special Jury Awards, winning "Special Jury Award" certificate and sample reels;
2. 20 Outstanding Instructor Awards, winning "Outstanding Instructor Award" certificate and sample reels;
3. 20 Best Organization Academy Award, winning "Best Organization Academy Award" certificate and sample reels.

Notes: The above bonus amount all refers to the pretax amount. All participants shall pay taxes consciously in accordance with the People's Republic of China national and related areas legal provisions.

4. Submission Methods

(1). Submission requirements:

Free Themed Works

B1 Poster Design

B2 Logo/VI Design

B3 Type Design

B4 Illustration Design

B5 Information Visualization Design

There is no limitation in the expression forms of design works. Participants should upload one or more than one A4 high-precision color pictures or color design sketches or photos of the work. Requirements for electronic document: A4 breadth, "jpg" file format, 300dpi resolution ratio, RGB mode, and the size of each photo should not exceed 2M.

B6. Book Design

There is no limitation in the expression forms of design work. Participants should upload one or more than one A4 high-precision color pictures or photos of the book which need to reflect global design of the book (including the cover, inside pages and partial design). Requirements for electronic document: A4 breadth, "jpg" file format, 300dpi resolution ratio, RGB mode, and the size of each photo should not exceed 2M.

B7. Package Design

There is no limitation in the expression forms of design works. Participants should upload one or more than one A4 high-precision color pictures or color design sketches or photos of the work, which need to reflect global, partial or combination effect of the package. Requirements for electronic document: A4 breadth, "jpg" file format, 300dpi resolution ratio, RGB mode, and the size of each photo should not exceed 2M.

B8. Multimedia/ Interaction Design

There is no limitation in the expression forms of design works. Two-dimension, three-dimension, website design, UI design, APP design, advertisement/ short film, e-journal, interaction experiment design are all acceptable. The duration of dynamic demonstration video should not exceed 3 minutes, and the size of video file should not exceed 30M. Participants should upload one or more than one A4 high-precision pictures. Please write down "Authors + Title of works", and send to the recipient's mailbox in each major region. (Please see the address information of each region for the recipient's mailbox) Requirements for electronic document: A4 breadth, "jpg" file format, 300dpi resolution ratio, RGB mode, and the size of each photo should not exceed 2M.

(2). The works contributed from the 5 particular countries, namely: Germany, the UK, the USA, Italy, the Netherlands and France shall be sent to the receiver's mail box in their corresponding region; whilst the works contributed from all the other regions shall be sent to the receiver's mail box in the Rest of the World.



Germany

University of Art and Design Offenbach/M (HfG)

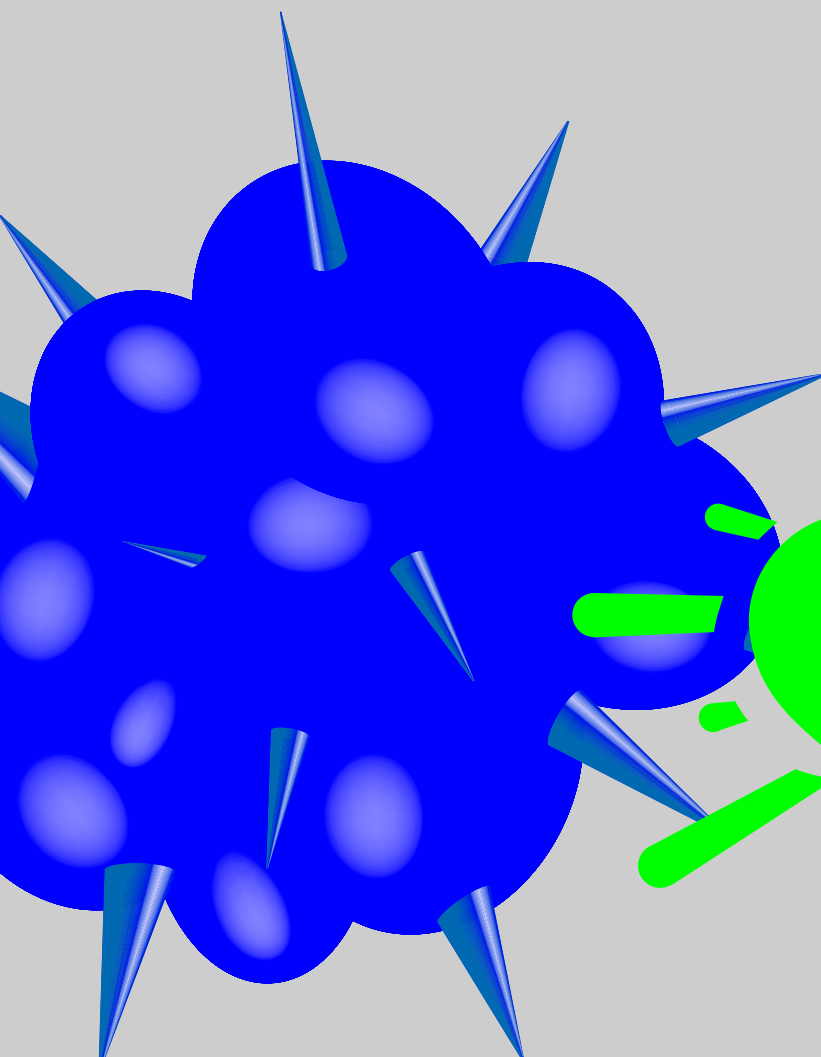
Mrs Zheng Xuan

Mail box for the design works and contact:

germany@platinumaward.org

Entry fee:

Frankfurter Sparkasse, BIC: HELADEF1822, IBAN: DE 94 5005 0201 0200
1455 33



5. Competition Rules

1. There is no limit to the number of works delivered by individuals.
2. The authors of one work should not be more than three people.
3. All the rights of entries publishing, advertising, collecting, printing, etc. shall be reserved by the committee.
4. No entries shall be returned back to the authors, no matter they passed or not
Please retain your manuscript.

Special Notes

Please read all competition rules and competition briefings carefully, and fill in the personal information. With the strict check and review from the committee, any works not meeting the competition rules or missing ages shall not enter the evaluation procedure. The judges have absolute powers to the work evaluations. The competition works shall be the original work from the authors. The committee shall cancel his or her entrant eligibility if there is any similarity between two works or any cheating possibilities resulting in copyright disputes. For those already rewarded bonus shall be called back, and the participants themselves shall assume all legal liabilities.

6. Entry Fee

No limit is set to the quantity of participation for each category. Entry fee: 10 EUR/ piece (If the participation work is a series, it will be charged as one piece, which means 10 EUR/ series.)

Note: Please contact the person in charge of each area for the participating fees. If the committee has not received entry fee or the fee been paid is insufficient till September 15th 2015, the work will not have the right to participate in the competition. Once the entry fee is been paid, it cannot be refunded.

7. Contest Selection Criteria

- a. Originality of visual performance
- b. Uniqueness of media forms
- c. Artistry of expression technique

8. Portfolio publication and sale

All selected works will be published by the official press, which will be freely entitled to each contestant that wins a prize including the Honorary Mentions. Selected works will be released on contest's official website, official micro-blog, and Wechat platform, as well as be put on sale on platinum creative TAOBAO official store.

9. The qualification of contestants and the instructor's

Entry requirements: Applicants are postgraduates, undergraduates, top-up students, junior college students and advanced students majored in design of full-time colleges and universities in the world, mainland China, Hong Kong, Macau and Taiwan (including graduates of 2015), and self-taught students and advanced students of adult education colleges and higher education self-taught examination.

Qualification for participating in visual design of "YUNDA" car body appearance

theme design competition:

Participants include current graduate students, undergraduates, students upgrading from junior colleges to universities, junior college students, general advanced students of Design Specialty of full-time colleges and universities in Mainland China, as well as Hong Kong, Macao and Taiwan (including fresh graduates of 2015 and graduate students within the last 5 years), students and general advanced students in adult education colleges and higher education examination program for the self-taught and all who ardently love design.

Requirements for instructors: all the instructors who guide and give advice to the entries during the creative process shall not have in a direct teacher-student relationship in daily teaching activities outside the contest.

Note: works without being guided can as well participate the contest.

10. Deadline

1. For theme-specified works and free-theme works: submission deadline is 15 September, 2015
2. Please complete fee payment before 15 September, 2015, or you will lose entry right and other corresponding consequences. (Only the day when fee is completed that counts)

11. Contact information

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Tabao Store: <http://baijin2000.taobao.com>

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