

Good50x70 /// 2011

THE PROJECT THAT HELPS SOCIAL COMMUNICATION ///

CALL FOR ENTRIES
CONDITIONS AND RULES

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1. BRIEFS

Good50x70 is an annual social poster competition. For four years we have presented briefs proposed by the most important charities in the world. This year there are no restrictions about the topic, but naturally a social focus is mandatory.

There are hundreds of non-profit organizations worldwide in need of effective communication tools. No matter how popular they are, creativity is one of the many ways to donate and support their cause.

Non-profit organizations are often disadvantaged in publishing an effective campaign to support their causes and raise awareness about what they fight and work for. There are also many issues that are not represented by an accredited charity or a non-governmental organization. We believe that a poster is the appropriate medium for giving a visual for a cause, a key concept for starting a campaign and for reducing the distance between creativity and charities.

In order to raise awareness about as many different social issues as possible and to offer every charity a potential poster for a campaign or an event, free of charge, Good50x70 is reaching out to everyone. Designers, art directors, illustrators, students, professionals or any interested individual, are invited to create a 50x70 poster (or more than one).

What we ask is: engaging visuals and a message as simple and clear as possible and for the widest target. The competition provides the participants with the chance of sharing their interest about social issues that affect the world or a particular community. It also creates an occasion to discuss and investigate new briefs and to learn about the society and the environment.

The 100 winners selected by the jury will have their work displayed in a travelling public exhibition and published on the Good50x70 2011 catalogue.

2. ELIGIBILITY

The contest is open to everyone except members of the Good 50x70 board and their families. Any individual connected to the jurors by any form of relationship is also unable to enter the contest.

3. JURY

3.A MEMBERS

The judges list will be published on our website on July 10.

3.B INDEPENDENT MODERATOR

Bzaar.net has been appointed as an overall moderator between the organisers, the jury and the entrants. Bzaar.net thus receives all submissions, keeps a register of them and, after the competition deadline, makes them available online for the jury's voting process.

4. DATE AND SUBJECT

4.A CONTEST DATES

The contest is open from July 10th, 2011. The entries can be uploaded on the contest website from July 10th, 2011. The contest closes on November 10th, 2011, at midnight (CET time).

4.B ENTRY SPECIFICATIONS

Every work presented must consist of three parts:

1. A poster addressing a social brief. It must be 50x70cm (2953x4134 150DPI) RGB JPG, not larger than 4MB and previously unpublished.
2. A black and white picture of the author in a 1063x1597 300DPI RGB JPG format.
3. A brief explanation of the concept behind the poster or a short essay in which the author shares his point of view about social communication (that could take the form of a quotation or anything that inspired him/her). It has to be up to 800 characters long, spaces included. If one of these three parts misses, the entry won't be considered valid.

4.C SELECTION

Any valid entry from an eligible participant will be submitted to the jury for selection. A valid entry is one that matches all the technical and content requirements and has been submitted via the Good 50x70 website. Submitted posters must contain a social message. Posters not matching these criteria might be excluded from the competition, at the discretion of the jury.

5. ANONYMITY

5.A COPYRIGHTED MATERIAL

By submitting an entry through the website the participant will be asked to state that the poster has not been published prior to the contest and that the design is his/ her/ their personal work.

5.B ANONYMOUS ENTRIES

No poster submitted shall be signed by the author or bear any other distinguishing mark. The poster, name and address of the participant will be numbered automatically in the contest database.

Poster entry and personal data will be stored separately and reunited only after jury selection.

6. RESTRICTIONS

6.A DELAYS

A poster shall be excluded from the competition if it is received after November the 10th, 2011 at midnight (CET time), unless it has been delayed by a malfunction in the automated submission system, in which case it may be included at the jury's discretion.

6.B CLAUSES

A poster shall be excluded from the competition if it does not fulfil the binding clauses laid out in this document.

7. SELECTED ENTRIES

7.A NO MONETARY PRIZES

The contest is free to enter and aims to improve social communication. The contest itself is not profitable, for this reason there are no monetary prizes for the entrants.

7.B SHORTLISTED ENTRIES

The jury will select 100 artworks. All the selected posters are deemed equally good. Each one is published in the contest catalogue and exhibited at the same level of importance.

7.C EXHIBITION AND CATALOGUE

An exhibition with all the finalist posters will be held no longer than 90 days after the contest has closed. Details about the exhibition location and dates will be announced through the contest website as soon as definitive arrangements have been made. A catalogue containing the posters will be published and distributed free of charge to the finalists and the jury members. The finalists will have to cover the postage costs at their own expense.

8. COPYRIGHT PARTICIPANTS RETAIN FULL OWNERSHIP OF THEIR ENTRY.

Participants retain full ownership of their entry.

Participants agree to grant Good50x70 and the charities and the social initiatives that are associated with and approved by Good50x70, an irrevocable, perpetual, non-exclusive, transferable, royalty-free, worldwide license to use, copy, exhibit, publicly display and distribute their submitted entry.

For any other use a written authorization is required, and can be subject to a fee or a royalty, as eventually agreed with participants.

Every participant is guaranteed the right to be credited every time their entry is published or displayed.

The name and surname of the participant will be printed on the poster upon publication.

9. DESIGN DEVELOPMENT

9.A POSTER PRODUCTION

Whenever a charity or an institution intends to publish one of the submitted posters and requires further design development, the designer shall be commissioned to develop it to the desired stage of production.

9.B REPRODUCTION

It is not intended that the winning design shall necessarily be published; the final decision rests with the endorsing charities.

9.C INABILITY TO PRODUCTION COMPLETION

If a poster entry is going to be published and its designer does not possess the necessary experience or facilities, or is unable to undertake such work within a reasonable period, then a consultant or design organization may be recommended for collaboration.

CREDITS

GOOD50X70

is a project by Pasquale Volpe
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FOR MORE INFORMATIONS

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