

CREATION

DESIGN COMPETITION

Challenge #3 Mascot for NUS IT Security Awareness Campaign



Challenge Statement

Mascot for NUS IT Security
Awareness Campaign



Challenge Statement

Create and design a Mascot character, for branding, which can be used in IT Security Awareness Campaign.

Background

This mascot character could be used as character on a website, an email, a poster, an intranet article, videos, and e-Learnings and so on to promote adopting good security habits. This mascot would potentially be converted to 3D format for live size representation.

It should be possible to resize it depending on the action, so a high-quality graphics format is required. It should both work on a computer screen and on a printed poster.

The target audience of mascot are students and staff of NUS.

Background of NUS IT

NUS Information Technology is the cornerstone for provision of reliable, high performance and secure IT infrastructure and effective IT governance and services for the campus.

Requirement of Artwork

- Design should be created by Illustrator and/or Photoshop software
- Pixels per inch (ppi) value should be set to **300** ppi
- Color mode should be set to **RGB**
- All artwork should be exported into the respective **two** formats:
 - .psd/.ai format and
 - .jpg format
- **Failure to follow any of the guidelines above may result in disqualification.**

Assessment Criteria



Assessment Criteria

- Creative merit
- Technical excellence
- Suitability for end use
- Relevance to theme

Submission of Artwork



Submission of Artwork

All files containing the artwork and/or relevant supporting documents should be submitted in ONE **.zip** folder through CREATION 2020 website under the respective challenge statement. The naming of the folder should follow the format below:

[NUSNET ID]_NUSIT.zip

Failure to follow any of the guidelines above may result in disqualification.

Prizes





First Prize

iPad + Pencil

12-months Adobe
Creative Cloud for
Individual Complete All
Apps membership



Second Prize

\$100 Capitaland
Voucher

6-months Adobe
Creative Cloud for
Individual Complete All
Apps membership



Third Prize

\$50 Capitaland
Voucher

6-months Adobe
Creative Cloud for
Individual Complete All
Apps membership

Newcomer Award



Prize:

- Wacom Intuos S and
- 12-months Adobe Creative Cloud for Individual Complete All Apps membership

Only participants who have participated in NUSSU commIT Cyberia Camp and/or any of NUSSU commIT Adobe Photoshop Workshop and/or any of NUSSU commIT Adobe Illustrator Workshop in *the past two years* will be considered for CREATION 2020 Newcomer Award.

ONE Newcomer Award will be given to ONE participant fulfilling the above criteria whose artwork is the judges' favorite design among all challenge statements and is not a winning entry for any of the challenge statements.