

# CREATION

DESIGN COMPETITION

## Challenge #2 Key Visual for NUS Commencement Class Giving 2021



**NUS**  
National University  
of Singapore

Development  
Office

# Challenge Statement

Key Visual for NUS  
Commencement Class  
Giving 2021



# Challenge Statement

Create a new, refreshed key visual for NUS Commencement Class Giving 2021. The design should inspire pride in being affiliated with NUS and encourage students to mark their graduation with a gift in support of their juniors.

# Background

A key visual is not a logo design, but an effective add-on to the logo. It refers to an image motif used in campaigns in order to enhance brand recognition. The context of a campaign should be easily and quickly grasped from the key visual.

The key visual should encapsulate a strong concept that is different from recent years and carry distinct elements that can be replicated in different formats. There is no need to use NUS colours or education and giving-related symbols/icons/motifs (e.g. heart, hands, gift box, plant, book, mortarboard, scroll, etc.).

Keep in mind that the Commencement Class Giving key visual will be adapted to suit different messaging and dimensions (e.g. web banners, emails, lamp post banners, floor stickers, etc.).

**Commencement Class Giving** is an annual tradition in which the graduating cohort of NUS comes together to celebrate convocation by making a single gift (\$20.21 for Class of 2021) in support of their juniors. By leaving a legacy through their giving, the cohort contributes to current and future students in financial need, as well as activities that will enrich campus life.

Please refer to [this video](#) and past Commencement Class Giving collaterals in the appendix for more information.



# Background of NUS Development Office

The Development Office raises funds to support the development of the University.

Annual Giving (AG) is a yearly campaign to alumni, staff, students, faculty and friends of the University to meet its financial needs, including University-wide bursaries and scholarships, as well as priority funds of different Faculties. It encourages donors to give mindfully and cultivate a habit of giving annually. The campaign runs from 1 April to 31 March the following year. Annual Giving oversees four different programmes:

- Commencement Class Giving
- Faculty & Staff Giving
- Alumni Giving
- Friends & Corporate Giving

# Requirement of Artwork

- Any images and graphics used must be license-free or royalty-free
- Design should be created by Illustrator and/or Photoshop software
- The standard size should be **A3**
- Design can be in portrait or landscape
- Pixels per inch (ppi) value should be set to **300**
- Color mode should be set to **RGB**
- All artwork should be exported into the respective **two** formats:
  - .psd/.ai format and
  - .pdf format
- A short write-up on the design inspiration/rationale (this will be a key criterion in our review of the submissions) should be included in the submission.
- **Failure to follow any of the guidelines above may result in disqualification.**

# Commencement Class Giving 2018



# Commencement Class Giving 2018

**4** LARGE CUPS OF PEARL MILK TEA    **2** MOVIE TICKETS    **1** POWER BANK



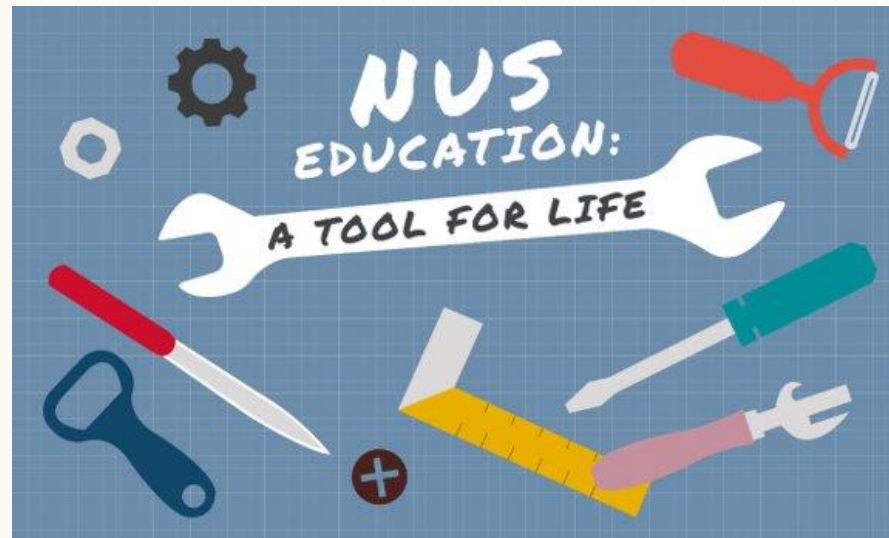
OR

**= \$20.18**

CHOOSE TO GIVE UP ANY ONE OF THE ABOVE  
AND LEAVE A LEGACY



# Commencement Class Giving 2019



# 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]\_NUSDVO.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.