

CREATION

DESIGN COMPETITION

Challenge #1 2020 Welfare Diary



Challenge Statement

2020 Welfare Diary



Challenge Statement

Design for the AY2020/21 Welfare Diary. The theme of the journal is jewel toned colours with writings in block letters style. The design of the journal should appeal to the NUS student community.

Background

The NUSSU Welfare Diary is published annually by the NUSSU Welfare Committee and is distributed during the NUS Student Life Fair to the NUS population in the month of August.

The journal design should include:

1. **Cover** (Design to be embossed on it)
 - a) Name: NUSSU Welfare Diary
 - b) Year: (AY) 2020/2021
 - c) Dark colour(s) (e.g. navy blue, dark brown, black) with accent colour of choice
2. **Front page** (this belongs to...)
3. **Monthly dividers:** 1 page per month (Aug 2020 - Jul 2021), with jewel toned colour background of choice, and writings in block letters with font of choice. You may want to add in icons or symbols representative of the respective months to increase the visual appeal (eg. Christmas tree for December).

Reference

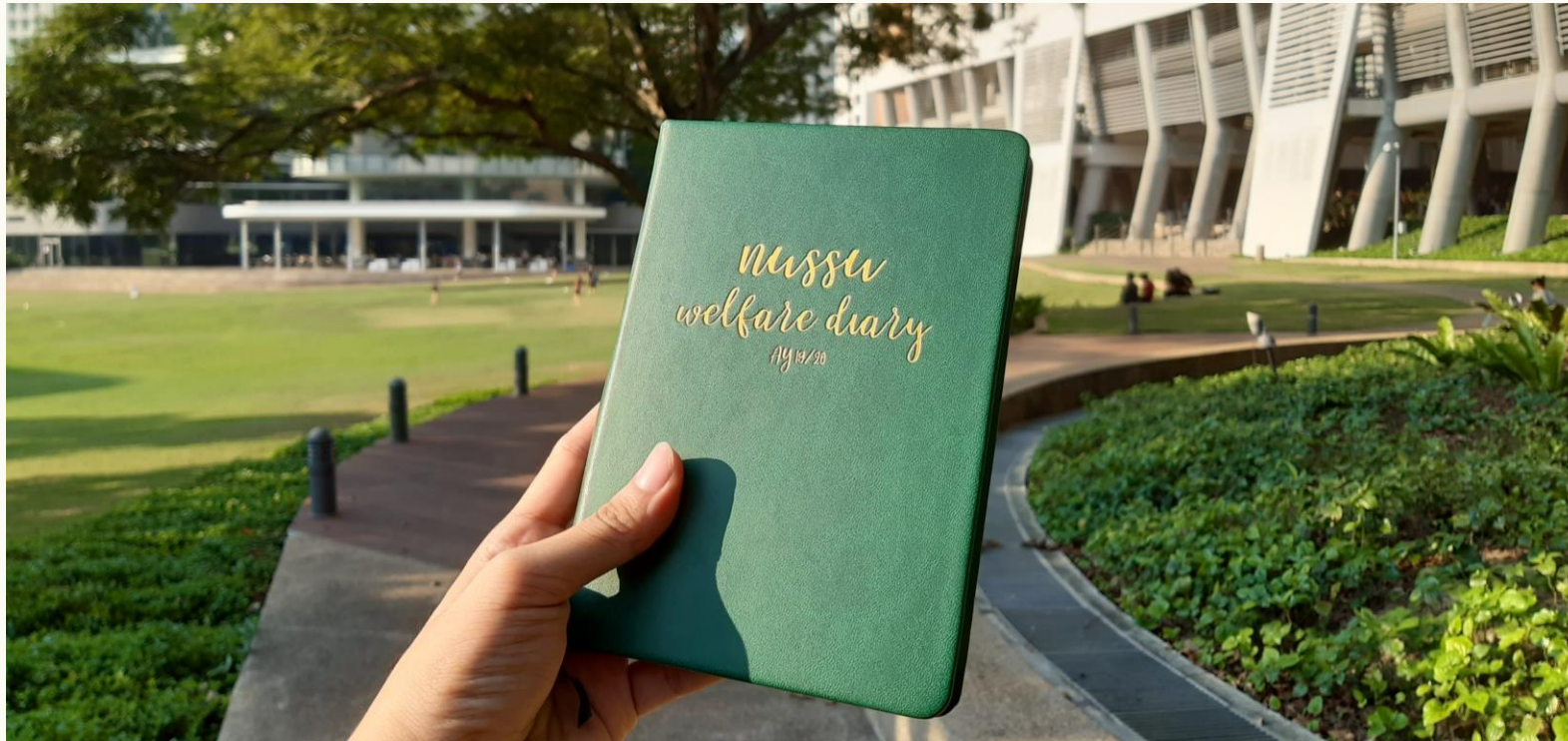


Sample of monthly divider.



Sample of jewel tones. Jewel tone colors are richly saturated hues named for gems including sapphire blue, ruby red, amethyst purple, citrine yellow, and emerald green.

Last year's Welfare Diary



Cover will be embossed on jewel-toned color of your choice with metallic embossing.

Background of NUSSU Welfare

NUSSU Welfare is a committee that aims to enrich the welfare of NUS students through various events, such as Exam Welfare Pack, Free Cone Day, Welfare Diary, etc., to improve their social and psychological well-being.

Requirement of Artwork

- Design should be created by **Illustrator** software
- The standard size should be **A5** size, except cover design which should be **80 X 110 mm** and centralised to page
- The design must be in **portrait**
- Pixels per inch (PPI) value should be set to **300**
- Colour mode should be set to **CMYK**
- All artwork should be exported into the respective **two** formats zipped into one folder:
 - **.ai format** and
 - **.jpg/.png format**

Assessment Criteria



Assessment Criteria

- Technical excellence
- Creative merit
- Suitability for end use

For 2020 Welfare Diary, 50% will be dependent on the judges and 50% will be by public voting.

More details regarding the public voting will be released later.

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]_NUSSUWELFARE.zip

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

Prizes





First Prize

Nintendo Switch

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.