

AL SALAMA INSTITUTE OF ARCHITECTURE

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MASCOT DESIGN COMEPTITION - BRIEF

[WWW.INSTAGRAM.COM/AAKRITIDESIGNWEEK](https://www.instagram.com/AAKRITIDESIGNWEEK)

MASCOT DESIGN COMPEITION

The competition seeks to create a meaningful and attractive mascot for **AAKRITI DESIGN WEEK 2020** based on a given design challenge.

Designs being the most generic idea, its domains are immeasurably huge, AAKRITI 2020 embarks a design culture in six months where we aim to fertilize design brains and up bring diverse talents. Its result will be a 'DESIGN WEEK', which would be a portfolio of these activities - a pinnacle point where innovations touch the ground and heart contemplate another dimension of design. Designers meet to imagine, Ideate, Innovate and illustrate concepts that contribute to our sustainability. Here, we remind that designers are the global creators, and a platform for their interaction can be revolutionary.

WHAT IS A MASCOT?

A mascot is a fictional form that is associated with a particular organization or event and is believed to bring good luck. Mascot gives an event a face, a character and adds to its personality.

A mascot aims to create a physical and emotional connection with the people. It can be considered a living icon.

DESIGN CHALLENGE

We, humans, were born into the lap of nature. Indeed, She is the mother of all. She bestowed upon us the beautiful flora and fauna, the air we breathe, the rivers that give water to quench our thirst. She nurtured, inspired and looked after all of us. Unfortunately, we knowingly or unknowingly have given back very little. In Fact, we have been destroying and exploiting nature to a great extent. Sometimes, we are paid back in our own coin in the form of natural calamities for all our misdeeds.

Hello friends, It's not too late. Wake up. At least now let's all unite and contribute to set right all the havoc done to nature. Today, Aakriti gives you the platform to bring out your hidden talents, to create something to glorify nature and make her proud of us.

As part of Aakriti Design Week 2020 Mascot Design Competition, you are invited to design a mascot, which would act as a representative of Mother Nature. The mascot should convey the message of "Pro- nature design".

Let your imagination go wild and turn into reality.

ELIGIBILITY

The competition is open to all.

PARTICIPATION

Participation could be individual or in groups of 3.

ENTRY

Participants are supposed to fill the Registration form provided in the website.

RULES AND REGULATIONS

- The design must be authentic, copied designs are not encouraged. Disguising existing characters to a new one is prohibited.
- The mascot shouldn't be designed for trolling or any other negative purpose. It shouldn't imitate anyone.
- The mascot should be flexible and should fit everywhere, i.e. it would be used in posters, videos, installations, mementos, etc.
- The mascot should fit every human posture and it should be capable of animating.
- No mascot with political, religious or any sensitive contents will be accepted.
- Designs submitted after midnight of the last date will not be counted.
- Designs that are incomplete or which do not obey any one of the above-mentioned requirements and rules will not be accepted.
- There will be two rounds of selection:

ROUND 1: The submitted designs will be evaluated by a panel of architects and the best five designs will be proceeded to round two.

ROUND 2: The best five designs will be left for online voting through our website.

SUBMISSION REQUIREMENTS

- The medium of designing could be Digital or Paper.
- The background of the medium should be white and the mascot should be designed in the centre of the medium leaving sufficient margin on each side.
- Each sheet should only have one view of the mascot (the Front view is compulsory), different views should be drawn on distinct sheets. The number of sheets that can be used is not limited.
- A brief explanation of the design and its concept is compulsory. You should also name the mascot accordingly.
- Supportive Videos, GIFs, Slide presentation or Model is optional, you could also show the design process if needed. The presentation of your design carries extra weightage. Videos (if any) should not exceed the time limit of 30 seconds. The video format should be .mp4/.mov/.avi.
- Design file along with supporting files (if any) must be uploaded to a folder in Google Drive and attach its link in the submission form present on the website mascot-aakriti.herokuapp.com. Make sure the link is properly attached and files are properly uploaded into the drive folder, if the folder is found to be blank, entry will be rejected.
- Design file should be in .jpeg / .pdf format. If the medium of designing is Paper, then it must be scanned using a mobile/scanner and upload it into the Google Drive folder.

JURY CRITERIA

Evaluation of the Design would be based on the following points:

1. Design Challenge
2. Creativity
3. Visual quality
4. Practicality and Applicability
5. Presentation of the design.

INCENTIVES

- The winning Design will be awarded a cash prize of **INR 2020 + CERTIFICATES + MANY MORE.**
- The best 5 Designs will be published on our page and will be awarded certificates.

USAGE RIGHTS

The selected designs would be claimed by the college and would further have the right to edit, modify, print, publish, distribute, etc. The winning contestants will be credited for their design, but won't be having any claim over the design and you cannot use it anywhere. You will be awarded the above-mentioned cash prize in return.

FORMS

Registration form, Submissions form and Query form are available in the website.

Website link: mascot-aakriti.herokuapp.com

QUERIES AND QUESTIONS

Any questions related to the brief and the competition can be sent to aakritidesignweek@gmail.com. All emails regarding the competition should be sent with 'MASCOT' as the subject.

Query form is also available on the website.

Also, you could contact the coordinators in the number given below.

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INSTAGRAM LINK

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