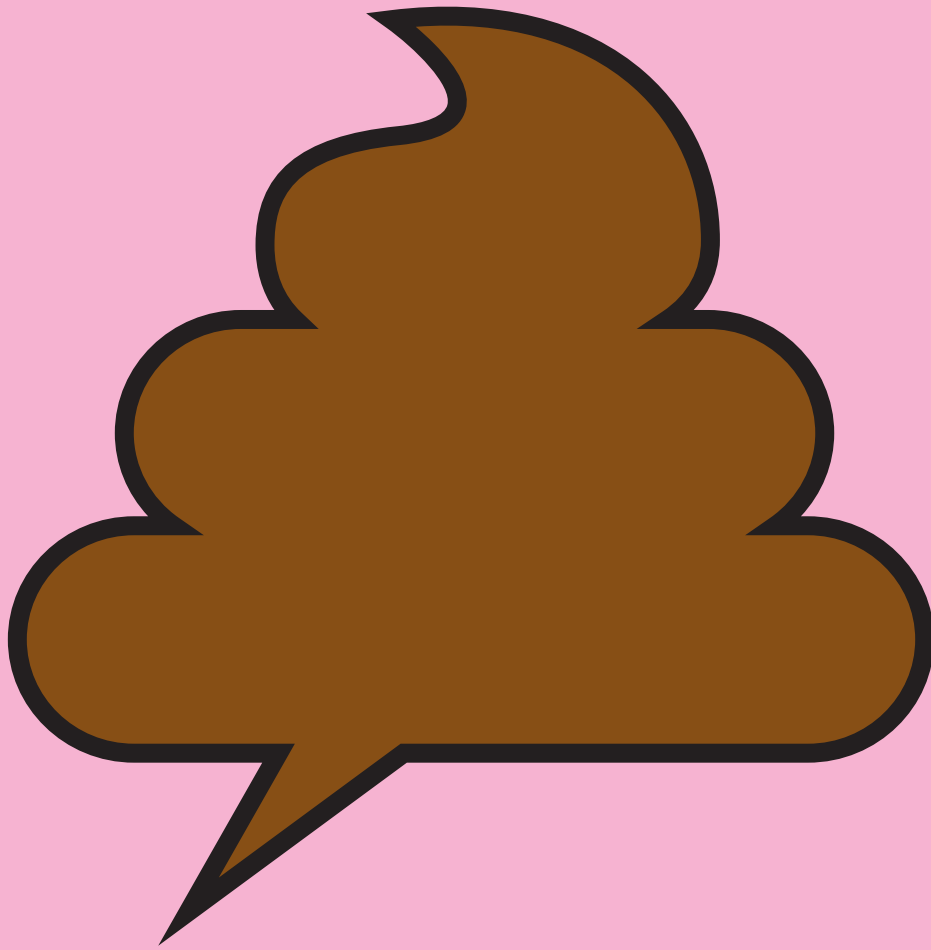


poster for tomorrow



**FAKE NEWS
2020 VISION**

poster for tomorrow

FAKE NEWS 2020 VISION

Competition regulations

Introduction

“Fake News - 2020 Vision!” is the 11th poster design competition organised by 4tomorrow. The competition is part of the poster for tomorrow project. It aims to promote graphic design as a tool for social change.

Poster for tomorrow requires participants to produce original designs that will be included in an indexed, searchable database for charities to use for free.

Commercial advertising agencies, magazines or institutions which were not partners of the project can also buy the right of using a posters. In these cases, they have to send a detailed description of their use, its periodicity as well as a financial proposal. In this cases, Poster for tomorrow will contact the authors and ask their agreement.

poster for tomorrow rewards the 100 best designs received by including them in an exhibition that will be held in a series of cities around the world.

Regulations

1. Jury

The competition is judged in two phases by a pre-selection committee and an international jury. 4tomorrow commits to change at least 50% of the jury members each year the competition is held.

- Pre-selection committee

The pre-selection committee is composed of an international group of 30 to 50 members of the design, media and advertising industries as well as charities and educational institutions.

A full listing of the pre-selection committee members will be published before May 1st on our website.

- Live Jury panel

The jury is composed by a international panel of 10 recognised professional designers.

Names and profiles to be published Before May 1st on our website.

Reducing the carbon footprint of our judging process To reduce our carbon footprint we will organise our live judging sessions to coincide with a international design event. In this way we can assemble the jurors without asking them to make another significant journey. [This year the judging will take place in Lecce, Italy in partnership with “Conversazioni sul futuro”].

- Duties of the jurors and pre-selection committee members

The pre-selection committee members commit to review all the designs submitted by the participants in an online environment.

The jury members will attend the official meeting of the panel in Lecce - Italy.

The jury chairperson will prepare a written report of the voting results.

No jury member nor member of their immediate family, firm, or design teams (designers that collaborate with them on a regular basis) may compete in the contest.

- Entry selection process

The pre-selection committee members will examine all the design submitted by the entrants in an online environment, determine whether they meet admission requirements and exclude those that do not.

This selection will shortlist at least 300, maximum 400 designs, but never more than 15% of the entries received. The jury members will examine the shortlisted designs in an official face-to-face meeting.

They will determine the 100 designs that will make up the “Fake News!” exhibition and book.

poster for tomorrow board members will highlight 10 designs from this selection, aiming to represent what has been achieved by the contest. These 10 designs are going to be used by international press before the official worldwide exhibition dates.

- Independent moderator

4tomorrow and its staff will act as an independent moderator amongst the jury and the entrants. 4tomorrow will be responsible for: receiving all submission; receiving written questions from the participants within the competition deadline; passing the written questions received, without disclosing any names, to the jury chairperson or to a juror appointed by the jury chairperson for answering questions; sending all the questions and the jury's corresponding answers to all entrants within the competition deadline; closing the submissions entry online system by the competition deadline; compiling a register of all participants and their submissions; making the submissions available for voting operations to the pre-selection committee and to the jury.

4tomorrow and its staff may not act as jurors, nor in the jury panel, neither in the pre-selection committee. Furthermore, 4tomorrow and its staff may not take part in the jury's work in any way. However, ONLY, top 10 posters will be selected amongst the 100 by 4tomorrow team.

Submissions will be handled by the organiser directly through an automated online system that prevents the disclosure of participants' identity at all times. 4tomorrow is responsible for deciding how to act regarding technical failures on the submission system that might cause delays in the submission or loss of the entries and will decide whether to include the entries involved in the system failure or not at its own discretion.

To get in contact with 4tomorrow, please see contact information available at www.posterfortomorrow.org

2. Time frame

The call for entries opens on February the 9th, 2020 at 11:59 PM Paris time. From that date it will be possible to submit entries through poster for tomorrow's website. The closing time for submissions is on May 20th 2020 at 12: PM (Paris time).

3. The Brief

Read the last page of this regulations file.

4. Entries

- Entry specifications

An entry to the competition consists of a portrait format poster addressing the proposed creative brief. Posters may be designed by a single author or by a team.

Designs submitted to the contest must be original artworks that are previously unpublished. The designs must consist entirely of the authors' own work and must not include any copyrighted material. Participants may submit up to 6 different posters.

Designs must be presented in vertical format. Landscape (horizontal) format entries will not be considered valid for the competition.

Designs must not contain any logos, from 4tomorrow, poster for tomorrow or any of our partner charities or institutions.

Designs shall be anonymous during the judging process, therefore they must not be signed by the author or bear any other distinguishing marks.

- Technical requirements

To enter, participants are asked to register to poster for tomorrow's website and submit their entries through the website form.

Entries must be submitted as JPG files of 2953x4134 pixels at a resolution of 150DPI, (corresponding to 50x70 cm in printed size) saved in RGB colour space.

- Entry validity

Any valid entry from an eligible participant received within the competition time frame will be submitted to the jury for judging. A valid entry is one that matches all the requirements as specified in articles 4.A and 4.B

Entries that are not relevant to the brief, or do not match the requirements as specified in articles 4.A and 4.B, might be excluded from the competition at the discretion of the jury.

- Exceptions to entry validity

Designs received after May 20th 2020 at 12:00 AM (Paris time) will be ineligible for the competition, except if the deadline is officially postponed.

If the submission has been delayed by a technical failure on poster for tomorrow's website, the independent moderator will decide whether to accept or not the entry at its own discretion.

5. Awards

poster for tomorrow will not award any monetary prizes.

poster for tomorrow will reward the best 100 designs (selected by the jury) by including them in the "Fake News" exhibition, as part of an event called "Paris Poster

Biennale”, that will be held in a series of cities around the world.

A book about the exhibition will be published. The selected participants are entitled to a copy of the book free of charge, but are asked to cover the postage costs at their own expense.

Any number of special recognitions may be awarded by our sponsors and supporters.

No member of the jury or member of the pre-selection committee, nor any member of their immediate family or firm, may be awarded any of these recognitions.

6. Copyright

By submitting an entry, participants automatically agree to publish their designs through a Creative Commons Attribution-Share Alike 3.0 license.

The legal details of this license are available at Creative Commons website.

Designers retain full ownership of their entry.

Participants grant tomorrow an irrevocable, perpetual, non-exclusive, transferable, royalty-free, worldwide

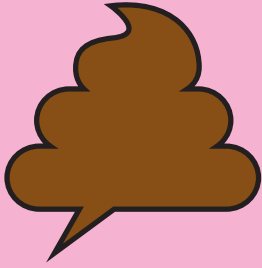
license to use, copy, exhibit, publicly display and distribute their submitted entry in any form and for any activity connected to the poster for tomorrow project and its related activities. These might include, but are not limited to, culture and arts promotion activities, social activism campaigning, educational material, fundraising campaigns.

Uses of the entered designs outside the poster for tomorrow project and its related activities must be approved by its author in written form, and can be subject to a fee or a royalty, as agreed with the designer.

Designers are guaranteed the right to be credited every time their entry is published or displayed.

NOTE

These regulations may change. Please be sure to download the latest version from our website at www.posterfortomorrow.org



FAKE NEWS 2020 VISION

posterfortomorrow

CREATIVE BRIEF

Fake news might feel like a recent development that has only come to prominence since the election of one politician who shall not be named, but the practice of spreading rumours and misinformation is as old as the printed word.

People have always twisted the truth, or simply told lies, to get what they want (or change the world). But now we have the ability to share information faster and wider than ever before. It used to be only a few media outlets or government sources that could shape public thought, but now everyone can.

And unlike the media or government, none of us are held accountable for what we post. As there are few laws or fines that can be thrown at us for posting lies, there is no incentive to act responsibly in the public sphere. Get likes (or votes) first, worry about the consequences later – and why should we when the leader of the free world regularly tweets and says blatant untruths without consequence?

CALENDAR

Competition: February 10th - May 20th.

Preselection jury: 20 July 20th. - September 10th

Live Jury: October 22nd 2020

Biennale Program: May 2021

So what can we do about it?

We can't stop fake news, but we can do our best to make people aware of the truth.

It's time for the world to see with 2020 vision, clear and true. It's time for fact checks, not fake news.

We want you to encourage people to counter fake news with the facts, figures and sources that shine a light on the darkness.

Furthermore, we want you to raise your voices to demand further regulation of the Internet and social media. If it's made illegal to post disinformation on the internet, then fake news will be cut off at the source.

How?

Check sources. If there's a source, find out if it's accurate. If there's no source, ask why there isn't.

Check who made the post, argument or source. Are they a bot? Are they trustworthy? What other posts have they made?

Check facts with a trusted 'official' source, e.g. government agency or anyone who is regulated or legally required to tell the truth.

Demand regulation of digital (social) media. Unlike traditional media, platforms like Facebook and Google are not obliged to check political adverts, or indeed, any content posted. This means that politicians can lie without consequence. This needs to change. Twitter has stopped posting political ads, but Facebook and Google refuse to. This must change

Questions?

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4tomorrow association

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