

# poster for tomorrow

2016 | COMPETITION REGULATIONS



# Make Extremism History

## Competition regulations

### **Introduction**

"*Make Extremism History!*" is the 8th annual 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.

*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 on 10th December 2016, as part of the annual edition of an event called "*a day for tomorrow*", that celebrates the anniversary of the Declaration of Human Rights. Ten designs will be made part of prestigious graphic design collections in numerous design museums worldwide.

### **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.

##### **1.A) Pre-selection committee**

The pre-selection committee is composed of an international group of no more than 100 members of the design, media and advertising industries as well as charities and educational institutions.

To see a full listing of the pre-selection committee members, will be published on May 10th on our website.

##### **1.B) Live Jury panel**

The jury is composed by a international panel of 10 recognised professional designers. Names and profiles to be published on May 10th on our website.

##### **1.C) 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 Paris.

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

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

##### **1.D) 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 "*Universal access to healthcare!*" 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 will also be collected in numerous design museums worldwide.

## 1.E) 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](http://www.posterfortomorrow.org)

## 2. Time frame

The call for entries opens on March the 10th, 2016 at 12:00 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 10 July 2016 at 12:00 AM (night pacific daylight time).

## 3. The Brief

Read the page 5 at the end of this regulations file.

## 4. Entries

### 4.A 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 10 **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.

### 4.B 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.

## 4.C 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.

## 4.D Exceptions to entry validity

Designs received after 10 July 2016 at 12:00 AM (night pacific daylight 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 "Make Extremism History" exhibition, as part of an event called "a day for tomorrow", that will be held in a series of cities around the world on 10th December 2016 to celebrate the anniversary of the Declaration of Human Rights.

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.

Ten designs, as chosen by *poster for tomorrow* board members, will be archived as part of the permanent collection of these prestigious design museums:

## 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 *4tomorrow* 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](http://www.posterfortomorrow.org)

# Make Extremism History

## Brief

Please note: We're not just talking about religious extremism. We're talking about the extremes in society, politics, the environment, the distribution of wealth and every issue that we face as a world. We're talking about the individuals who dominate public debate simply by shouting the loudest and listening the least, who leave little room for debate or any shades of opinion except for right or wrong and me versus you. We're talking about climate change deniers, people who refuse to let refugees into their country or anyone who discriminates on the basis of gender, nationality, sexual preference or religion.

Today's extremists include the 62 people in the world who have as much money as half the world's population, the industrialists influencing the environmental policies that threaten the future of the human race, the bankers creating an artificially inflated economy for the benefit of speculators and the detriment of everyone else, and the people who use religion as a reason to inspire hatred, violence or war.

The fact of the matter is that in 2016 national boundaries are less and less meaningful. No matter where we live, we are all equally powerless in the face of conflict or environmental disaster. We need to realize that we live in this world together – and that the best way to create a better world for everybody is by working together 'for tomorrow'.

If we want to think about a better future, we need to do so on a global scale. We need to reject the politics of confrontation and make an effort to learn what's really going on in the world by talking and listening to each other. We have to take action to determine our own futures, as it's clear that our governments (who are too tied down by commercial or political restrictions) won't act unless we demand it. Change must come from the bottom-up: from us. This can only happen in a world that is at peace with itself, where people are equals, not divided by labels, nationalities or religion.

As the Dalai Lama once said, "the problems that we are facing today are the result of superficial differences over religious faiths and nationalities. We are one people. [...] So let us work for peace within our families and society, and not expect help from God, Buddha or the governments."

If we're going to solve anything, we need to do it by working together, by discovering what we have in common as people of the world, not individual nationalities, skin colours, genders or religions.

### **Insight:**

It's easy to dehumanize people by reducing them to words and numbers: whether it's by applying labels like 'refugees', 'women', 'muslims', 'activists' or hiding the true impact of a situation by saying simply '25,000 people died.'

To rise above this, we should give people faces and tell their stories, so that more people can understand and relate to the individuals behind the labels.

### **Message:**

Violence and extreme opinions only inspire negativity: intelligent debate and collective action will lead us to a better future. We need to meet in the middle to change the world together, that's why it's time to "Make Extremism History!"

**Change starts with you - it's time to spread the word!**