

# !ndiafrica

## ● A SHARED FUTURE

Poster Design Competition 2014

# MY CITY

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## INDIAFRICA POSTER DESIGN COMPETITION 2014

### CONTEST THEME

# My City

## Cities in India and Africa

The modern day city is at the centre of global flows of people, money, culture and information making it denser by the day. Cities are the engines of enterprise and the new cradle of civilisation. They are the crossroads of ideas and places of great intellectual ferment. And they now house more than half of the planet!

INDIAFRICA invites you to capture the undying spirit of your city through posters that reflect its uniqueness. People, architecture, history, arts, culture, festivals and celebrations are some of the aspects you might want to capture through this poster design contest. We urge you to look at the positive and joyful side of your city that you would want to share with the INDIAFRICA community and the world.

### ELIGIBLE PARTICIPANTS

Open to all African and Indian citizens under the age of 35 years.

### AWARDS

- Twenty prizes of INR 25000\* each
- Certificates for all winners
- INDIAFRICA merchandise for all winners
- Winning works to be curated into an exhibition

*\* Subject to Govt of India Tax Rules which currently stipulate a Tax Deduction at Source (TDS) @ 30.9% of prize money. Disbursal of prize money may take up to 12 weeks after announcement.*

### RULES OF PARTICIPATION

#### Eligibility

- Candidates must be under 35 years of age as on 31st December, 2014. Proof of the same will be required at the time of submission.
- Participation is open to individuals only.

#### Technical Criteria

- All artworks to be prepared at 300 dpi actual size – A2 International Size (510mm height x 420mm width) portrait/tall format.
- The entry is to be submitted as a high resolution PDF OR a high resolution .jpeg.
- An entry (inclusive of all files submitted) should not exceed 10 MBs.
- The design entry must be accompanied by a concise concept note in English, not exceeding 500 words. The note must explain the thought behind the artwork.
- The poster design entries should not be marked with any form of identification (name, logo, etc.). Entries will be disqualified if they are marked.
- There should be NO mention of INDIAFRICA: A Shared Future or INDIAFRICA in the poster.
- The submitted work must not contain material offensive to any particular community, group, individual or institution.
- Images used for the posters must not violate copyright laws.
- Elements taken from free sources must be acknowledged in the submission.
- Submitted entries must be original and not published earlier.
- Entries submitted previously in other competitions will not be considered eligible for entry and will face immediate disqualification.
- Entries that have previously been awarded at other competitions will not be considered eligible for entry and will face immediate disqualification.
- All submissions must carry an accompanying Letter of Acknowledgement, giving credit to information sources, image resources etc., wherever applicable.

### SUBMISSION

- The entry should be submitted to [poster@indiafrica.in](mailto:poster@indiafrica.in) latest by **15 April 2014**, 2300 hrs IST.
- Can also be posted to **INDIAFRICA: A Shared Future** Ideaworks Design & Strategy Pvt Ltd 609, Block-C, 6th Floor Nirvana Courtyard South City-2, Sector-50 Gurgaon, Haryana Pin-122018, India Phone: +91 124 425 3501
- The submission should contain the candidate's
  - Full name
  - e-mail address
  - Contact no.
  - City, country and region
  - Date of birth (date-month-year)
  - Institution / Organization
  - Student's proof of identity
  - A concept note
  - Letter of acknowledgement of sources (if any)

For queries please mail us at [contact@indiafrica.in](mailto:contact@indiafrica.in)

### RIGHTS AND REPRODUCTION

- All submissions to the INDIAFRICA: A Shared Future contest series will be, for exhibition or publication purposes, the property of the Organizers. The Organizing Committee retains the right to publish poster designs, the information associated with them and the participants in all communication exercises related to INDIAFRICA.
- The Organizers or any employee or agent of the Organizers will NOT be liable for:
  - (a) any costs incurred or loss or liability suffered by the participants in relation to the program
  - (b) any lost expectation of profits by participant
  - (c) any failure by participant to understand their rights in relation to Intellectual Property, or the rights of The Organizers in relation to Intellectual Property
  - (d) any other benefit applicants may expect to gain by participating in the program.

- The Organizers may change the Terms and Conditions of participation at any time without specific notice. The amended Terms and Conditions of Entry will be effective immediately upon being posted on the Website and the Facebook page. Important changes to the Terms and Conditions will be highlighted on [www.indiafrica.in](http://www.indiafrica.in) for your convenience; however, you acknowledge that it is your sole responsibility to regularly visit [www.indiafrica.in](http://www.indiafrica.in) and the Facebook page to read any changes to the Terms and Conditions of Entry. Disputes, if any, are subject to the jurisdiction in the courts of Delhi only.

### IMPORTANT DATES

- Registrations open on **23 January 2014**
- Submission closes on **15 April 2014**, 2300 hrs IST

### DECLARATION OF RESULTS

- Winners will be announced on **05 May 2014**.

### SELECTION CRITERIA

- The poster will be judged on the relevance and the quality of perspective presented within the context of the contest theme.

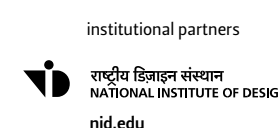
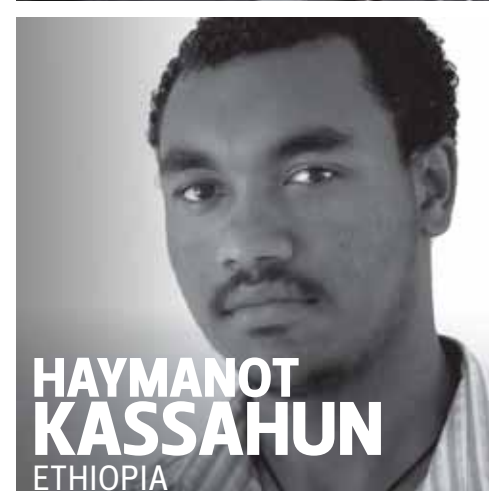
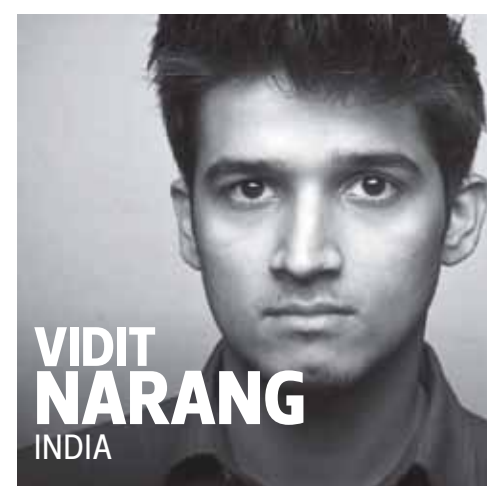
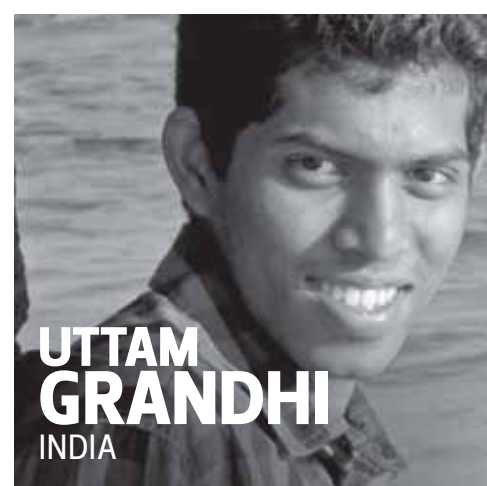
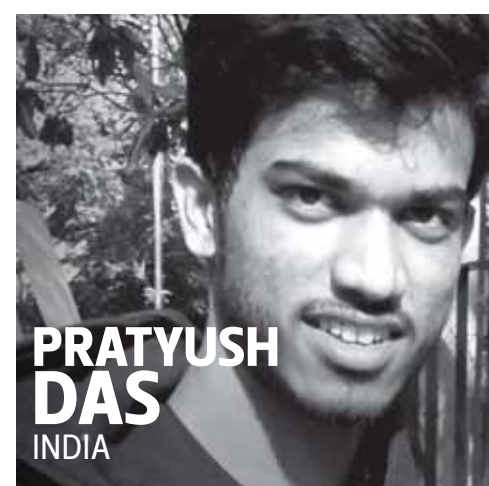
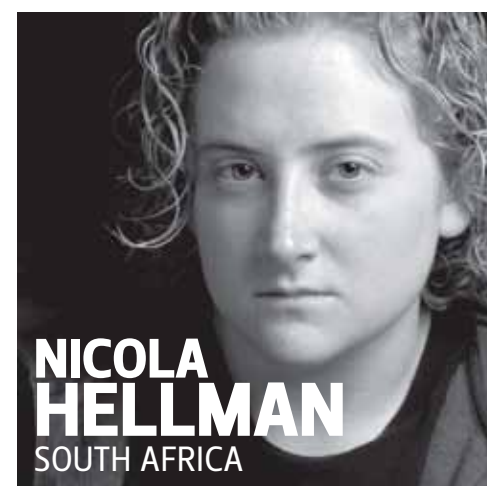
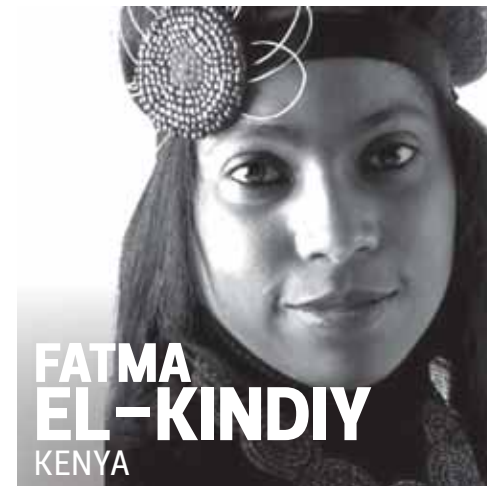
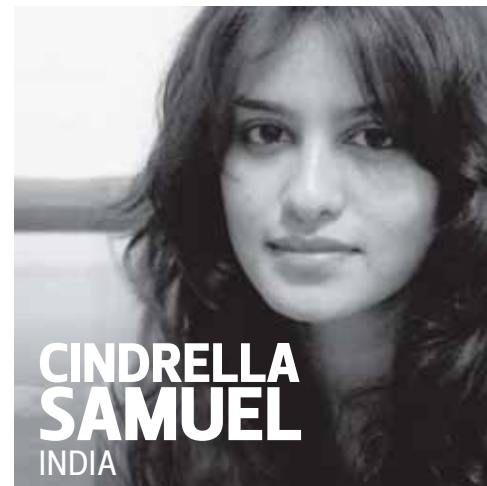
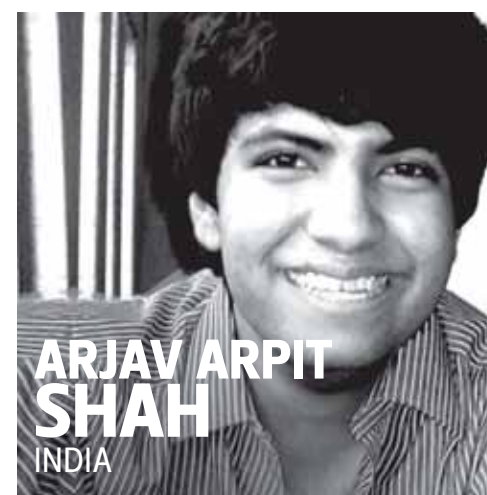
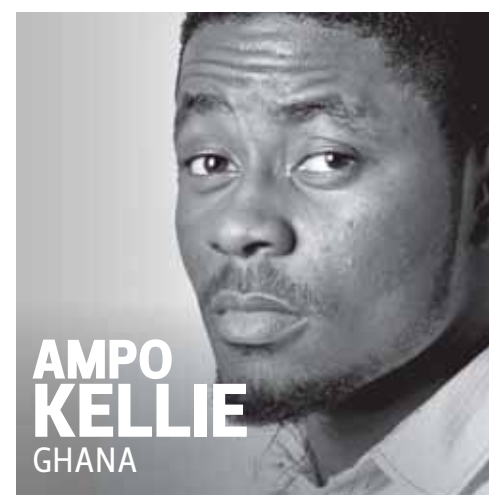
### INSTITUTIONAL PARTNERS

**National Institute of Design (NID), Ahmedabad, India**  
NID is India's leading design school that is committed to disseminating design education through contemporary media. It fosters stronger social development and makes design more people centric in the process. It functions as an autonomous body under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India. NID is also recognised by the Department of Scientific and Industrial Research (DSIR) under Ministry of Science and Technology, Government of India, as a scientific and industrial design research organisation. Business Week has ranked NID in its list of top design schools in the world. NID's unique design education programme creates an environment where students from different faculties and design domains interact with each other in a seamless manner. The benefit of learning in such a trans-disciplinary context is immeasurable. [www.nid.edu](http://www.nid.edu)

**The Faculty of Art, Design and Architecture (FADA) University of Johannesburg, South Africa**  
The Faculty of Art, Design and Architecture (FADA), University of Johannesburg, offers programmes in eight creative disciplines, expanding these fields beyond their traditional boundaries through internal and external collaborations. It has a strong focus on sustainability and relevance, and engages actively with the dynamism, creativity and diversity of Johannesburg in imagining new approaches to art and design education. Equipped with state-of-the-art, custom-built facilities, the Faculty is staffed by highly regarded academics, artists and designers. [www.uj.ac.za](http://www.uj.ac.za)

**Zimbabwe Institute of Vigital Arts, Zimbabwe**  
ZIVA is committed first and foremost to providing a high quality Design education and teaching New Media skills. They are the first college of its kind in the country and different from other training facilities in that they emphasise Design; it is not enough to be proficient with the digital tools, because that is exactly all they are: tools. Whether one wants to study print or new media, an understanding of typography, visual hierarchy, communication, interface and information design is crucial, it is the foundation, as strongly believed by ZIVA. [www.ziva.org](http://www.ziva.org)

## Poster Design Competition Top 20 Prize Winners 2012-13



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