

## **Annual Surface Pattern Design Competition**

### **All you need to Know**

To encourage and develop surface pattern design students from all over the world to become the 'movers and shakers' in the design world of tomorrow.

Built around an annual competition you will create innovative and inspiring surface pattern design to transform our spaces into something individual and unique.

The competition is constructed to help surface pattern design students to be more aware of the requirements and demands of the allied textile, fabric and wallcovering industries for commercially designed artworks.

### **Awards**

#### **Design Category Winner**

Receive a certificate of achievement

A merit if the design meets the technical specifications of the brief

Design printed as a wallcovering

A 'goody bag', (contents of which vary from year to year)

A complimentary copy of the Yearbook

#### **The Masterpiece Award**

A cash prize sponsored by IGI (International Wallcoverings Association) All designs entered in the competition will be considered for this award.

#### **AVA Training Course**

The Directors of the company will review all the designs entered into the competition and select one entry from each of the design categories. These students will receive a certificate from i-dott and be offered a place on a training course. AVA will liaise with the student to make final arrangements.

#### **Highly Recommended**

First introduced in 2023 this is a certificate awarded to recognise the potential, talent and promise for up to 6 students. Designs selected by the judges are not included in this selection.

## **Terms & Conditions**

Please read carefully and ensure you understand what is being asked of you:

You cannot enter this competition if you have been or are currently employed and/or working within the surface pattern design industries for more than **12** months at the time of the closing date of this competition.

Digital entries must be received by us, together with your entry form and copyright assignment document, completed in full and signed as necessary, by the closing date of the **28<sup>th</sup> February** of each year

Submissions will not be processed until all necessary documents, entry form and copyright assignment are received, completed, signed and legible.

Please ensure that you provide us with an email address and other contact details whereby you can be reached outside term-time.

No responsibility will be accepted by the charity for the works until safely delivered to its offices.

Receipt of the entries will only be acknowledged once the registration process is complete.

Do not send any supporting documentation other than specifically asked for by the charity.

All Judges are design experts selected from the international wallpaper and textile industries.

The Judges' decision is final.

## A Guide to the **i-dott** Surface Pattern Design Competition

### **Be the Best YOU can be!**

Modifying an existing design, (even one of your own) by **re-colouring**, **re-arranging** motifs, **changing** textures, **adding** flourishes to existing motifs, **changing** the lay-out and/or **re-sizing** elements is not acceptable and has serious implications and responsibilities under international copyright law.

### AND - THIS IS NOT GOOD PRACTICE

You have the option of entering one or more categories, but the same artwork cannot be entered into multiple categories.

Ensure that all layers (separations) of your work are all of the same dimension.

### **It is important that you provide the digital information and artworks as stated in the brief**

Not only does the work need to have an aesthetic appeal, but it must be fit for purpose; does the design demonstrate the technical requirements and capabilities to go from a beautiful artwork to a bolt of cloth or a roll of wallpapers?

### **CHECK YOUR LAYOUT**

Check to ensure that there are no horizontal, vertical, or diagonal lines

Check for areas spotting out or any imbalance that will affect the overall look of the work when used in multiple lengths either on the wall or as a textile or furnishing fabric.

## **GOOD LUCK!**

## **Assignment of Copyright Document**

- 1. This is a legally binding document.**
2. By completing and signing the Assignment of Design Copyright document, you are transferring all rights in the work(s) to the charity for a period of up to 2 years and agreeing to allowing the work(s) to be offered for sale; the proceeds of any sale will be distributed as per the signed transfer of copyright document.
3. During this period, you cannot show, offer, or display these works to any other party. You may, however, use these designs for educational purposes but they must be clearly marked as i-dott intellectual property.
4. You must not enter works that have been previously entered into any other competition.
5. Works submitted to i-dott must not be entered into any other competitions.
6. One document is sufficient to cover all designs entered by you. *Please complete and sign this document on page 2*
7. Artworks can be returned to you after the copyright period expires for a fee to cover postage and packaging which is to be paid in advance of despatch.
8. Notices will be posted on our website, 'Facebook' and 'LinkedIn' announcing the end of the copyright period.
9. The work will be held for 3 months after that date before being destroyed. This will allow the student who wishes the return of the work ample time to finalise arrangements.

## When Creating your Design

It is **vitaly important** to work to the **dimensions** as stated in the **Sponsor's Design Brief** as these are **scrutinised** at final judging.

**Remember**, not only does your work need to have an aesthetic appeal, but it must be fit for purpose; does the design demonstrate the technical requirements and capabilities to go from a beautiful artwork to a bolt of cloth or a roll of wallpaper?

Ensure that width and height matches are detectable on your design.

A match should also be detectable on the vertical extremities of mural designs.

Design dimensions are checked and recorded, and form part of the final deliberations.

Do not submit any other expressions of your work.

**If you are not sure – ASK!**

### **Stage 1**

#### **Digital Images**

Once you have created your design it needs to be scanned to create a digital image.

Send this image as a **tif** file at **300dpi** (dots per inch) at one of the **dimension options** stated in your **chosen design brief**.

A design can repeat several times within the dimensions set out in the brief.

**For example**, your work repeats at 52cmx52cm, this cannot be stepped out to fit a dimension of 70cmx100cm.

In this example your design unit options are, 70cm, 35cm, 17.5 or 8.75cm in width and either 100 cm 50cm, 25cm, or 12.5cm in height.

Label and save your image with your name and category entered, and if you are submitting multiple entries, please add a unique number to each design.

Do not send **multiple images** of the **same design**.

## ***Stage 1cont'd***

Return the completed and signed entry forms and copyright assignment as pdf documents only and ensure that all your details are legible.

**Please do NOT send jpgs.**, and please send all images, entry form and assignment of copyright via **wetransfer.com** only.

### ***When we receive your digital file***

The design is registered with a unique **i-dott** number

The technical aspects of the design are checked and recorded.

The student is notified confirming receipt and registration.

If the technical aspects have not been met, the student is given the opportunity to make the necessary corrections and encouraged to contact us if they have any problems or questions.

## **Shortlisting Process**

Each image is annotated with the **i-dott** number and the overall dimensions at which the design is submitted

Working in isolation, a team of highly experienced, senior design professionals review each design and nominate their preferences in consideration of the merits of the design in relation to the design brief and the technical aspects thereof.

## **Stage 2**

### ***Physical Entries***

If your design is shortlisted you will be notified, giving you the cut-off date for submission.

Once you have print-out your design please trim off all excess substrate

To ensure that the work is judged entirely on skill and merit and is not influenced by any other factors such as educational establishment being attended, gender or nationality, please annotate your design with the 5-digit registration number only. You will find this number on the email sent to you informing you of your success.

Ensure that a width and height repeat match is demonstrated at the edges of your piece.

If your brief asked for a mural, submit your physical work at either 50% or 25% of the dimensions asked for in the brief.

Regardless of your design being intended for wallcovering, textile or fabric, please submit your physical design printed to paper. This will help prevent damage and aid easier handling at judging.

You may if you wish, attach an A4 size image of your design in a room setting but please consider the perspective if you do so and remember, it is your design that is the star!

If you do choose to submit an image, please send a separate image for each design.

Refer to the competition timetable on our website, for submission deadlines.

Winning entrants will be notified within 3 days of judging being completed.

**If you have any queries or questions, please ask.**

**We are always happy to help!**

Contact details  
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