

i - d o t t

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Out of the Shadows

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ANSTEY
Wallpaper Company



DESIGN BRIEF

Sometimes less is more and it's the way you layer the colours and shapes that creates a standout design.

With this in mind, this brief has a total colour limit of just 5 colours.

We are looking for clever use of colour and shape to create interesting layouts with a sense of depth. It is as much about the negative space as the positive. You will see from the examples, colour and space are as key as shape and design.

Negative space can have a huge impact on a design, taking it from something quite simple to a design that draws you in and captures the viewer.

Don't think of the background as separate from the design, incorporate it into the design itself, it needs to work for its place as one of your colours.

Take inspiration from what ever theme you feel would lend itself to this idea, architecture, the natural world or geometric shapes could all be great starting points.

We are interested in how you refine those ideas into the constraints set.

It must have at least one hand drawn or painted element, the rest however is totally up to you, completely hand created or a mixture of both hand and digital is acceptable. Your design needs to be balanced and suitable for wallcovering use, repeating both vertically and seamlessly across the join.

Elements to consider

- The wallpaper substrate that you are printing on, the texture that it may give.
- Clever use of colour is vital. The contrast between tones will play a huge role in creating depth.
 - The finish of the inks, the contrast between matte and shine, gloss and translucent. How are they building up? Would you incorporate any interesting ink techniques?
- Please ensure your design dimensions fit within the options shown below.

Examples



To build depth in this design, various sections are layered up in 4 similar tones on top of each other. Allowing the colours to build, revealing areas gives this striking design tone and movement.



This intricate design works by allowing each layer to build part of the illustrations within. The use of a light, mid and dark colour creates a sense of depth and contrast.



This design, screen printed onto a linen laminate substrate, is a great example of how 3 colours can be used to create a design with great depth. Working with the base material to capture the texture and character.



This design is made up of stipple dots. The ununiformed element to the dots stops it from looking too graphic and the simple design contrasting with the sparkly metallic textured ink works really well.



Here the spacing between the lines creates the depth in this two colour designs. The hand drawn quality to the lines emphasises the softness of the image and creates tone.

Technical Information

Modifying an existing design 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

- Do not enter the same design into more than one category
- Recolouring of the same design is not acceptable as a subsequent entry.
- Ensure that all layers (separations) of your work are all of the same dimension
- The side-to-side match must be demonstrated and can be straight or off set
 - Do not submit multiple repeats other than to fit the option asked for
 - Do not submit any other expressions of your work

Dimensions

Please work to the sizes and codes specified below.

| Size Code Option | Width (cm) | Height (cm) | End Use |
|---|------------|-------------|---------------------|
| Conventional Printed Wallpapers (Rotary Screen / Gravure /Flexo) | | | |
| W1 | 52 | 53 | UK Wallpapers |
| W2 | 52 | 64 | UK Wallpapers |
| W3 | 53 | 53 | European Wallpapers |
| W4 | 53 | 64 | European Wallpapers |
| W5 | 68.5 | 53 | UK Wallpapers |
| W6 | 70 | 53 | European Wallpapers |
| W7 | 68.5 | 68.5 | UK Wallpaper |
| W8 | 70 | 70 | European Wallpaper |

We highly recommend checking the balance of the design to ensure there are no horizontal or vertical lines, areas spotting out or imbalance that will effect the overall look when multiple repeats are hung on a wall.

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

Your digital image should be submitted in **tif** format at **300dpi** (dots per inch) at the dimension options stated in the Design Brief.

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.

Send images via **wetransfer.com** only

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

If your design is shortlisted, you will be required to submit a physical piece at the same dimensions as your digital file.

Refer to the competition timetable for submission deadline.

If you have any queries or questions, please ask. We are happy to help!