

## Technical Brief

**This document is for information only**

**It is vitally important to work to the dimensions as stated in the Sponsors' brief as these are scrutinised at final judging**

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

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

Do not enter multiple colourways of the same design

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

If your chosen brief is asking for a mural your digital image should be submitted as a whole, e.g., M1 dimensions would be 140cm x 300cm. There is no need to mark or indicate individual panels.

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

The side-to-side match must be demonstrated and can be straight or off set

**Ensure matching at the vertical extremities of mural design**

Refer to the ill

Do not submit multiple repeats other than to fit the option asked for

**Check your layout**

Check your designs 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 furnishing fabric

Do not submit any other expressions of your work

<b><u>Conventional Printed Wallpapers (Rotary Screen / Gravure / Flexo)</u></b>			
<b>Size Code Option</b>	<b>Width (cm)</b>	<b>Height (cm)</b>	<b>End Use</b>
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

<b>Digitally Print Wallpapers</b>			
<b>Size Code Option</b>	<b>Width (cm)</b>	<b>Height (cm)</b>	<b>End Use</b>
D1	70	70	Digital Wallpaper
D2	52	64	Digital Wallpaper
D3	53	64	Digital Wallpaper

<b>Textiles</b>			
<b>Size Code</b>	<b>Width (cm)</b>	<b>Height (cm)</b>	<b>End Use</b>
T1	63	64	Textile
T2	91.5	91.5	Textile
T3	137	64	Textile
T4	220	64	Textile
T5	68.5	68.5	Textile

<b>Murals</b>			
Please refer to the illustrations below for clarification			
<b>Size Code Option</b>	<b>Width (cm)</b>	<b>Height (cm)</b>	<b>End Use</b>
M1	2 x 70	300	Mural
M2	3 x 70	300	Mural
M3	4 x 70	300	Mural
M4	5 x 70	300	Mural
M5	6 x 70	300	Mural
M6	7 x 70	300	Mural

**Illustrations of mural options**

<p><b>M1</b></p> <p>Total Mural size 140cm x 300cm</p> <p>Made up of 2 x lengths at 70cm wide</p>		<p>Ensure matching on the vertical extremities of the design</p>
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### ***Digital Images***

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

Send images via **wetransfer.com** only

Do not send multiple images of the same design

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

### ***Physical Entries***

If your design is shortlisted, you will be required to submit a physical piece

- Wallpaper & Textiles – at the same dimensions as your digital file.
- Murals at either 50% or 25% of the full size plus a 30cm x 30cm piece showing some the detail at full size.

Refer to the competition timetable for submission deadline.

Send your entries to:

[info@i-dott.org](mailto:info@i-dott.org)

[jintyfeeney@gmail.com](mailto:jintyfeeney@gmail.com)