**Annual Surface Pattern Design Competition**

**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.

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

***All artworks entered into the competition will be published in our Yearbook for that year***

**Prizes**

**Design Category Winners**

Winning students will be notified of their success by email.

Receive a certificate of achievement.

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 into the competition will be considered for this award.

**AVA Training Course**

The Directors of the company will review all 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 contact and liaise with the students to make final arrangements.

**Highly Recommended**

Introduced in 2023 this is a certificate is award to recognise the potential, talent and promise for up to 6 students who were not selected in the first round of judging.

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

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

You can refer to the document at any time throughout the competition.

If you are unsure of anything, please contact us. Contact details can be found on page 6 of this document.

**Terms & Conditions**

You **cannot** enter this competition if you have been employed in the surface pattern design industry at any time in the past.

You cannot enter this competition if you are currently employed or working within the surface pattern design industries for more than 9 months at the time of the closing date of this competition.

Digital entries must be received by us, together with your completed and signed entry form and copyright assignment document by the closing date of the **DATE** of each year

Submissions will not be processed until all necessary documents are received, completed and signed as requested.

When completing the entry form ensure that all information is legible and correct as this information will be referred to and used to contact you should your design/s be shortlisted.

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

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

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

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

The Judges’ decision is final.

**Aim to be the Best You can be!**

Please remember that 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 going at the same dimension.

**CHECK YOUR LAYOUT**

Check to ensure that there are no horizontal, vertical, or diagonal lines evident in your design.

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.

**KEEP THE END RESULT AT THE FOREFRONT OF YOUR THOUGHT PROCESS**

This competition is devised to give you an actual workplace experience

The brief is set by a Sponsor from one of the surface pattern design industries and it sets out all the parameters to enable your design to be printed in his factory.

Your roll is to interpret and deliver the brief in all its aspects; creative design, colour and dimensions to make the production of a textile, wallcovering and or fabrics happen.

**When Creating your Design**

**It is important to work to the dimensions stated in the Sponsor’s Design Brief**

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

Your design should demonstrate a match across the side join.

Your design should demonstrate a vertical repeat.



Please do not send multiple colourways of the same design.

You can send in an A4 room-shot showing your design in a room setting.

Your digital image is be submitted in **tif** format at **300dpi** (dots per inch)

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 expression of your work.

**If you are not sure – PLEASE ASK**

**GOOD LUCK!**

**The Process *Stage 1* *Digital Images***

Your digital image should be submitted in **tif** format at **300dpi** (dots per inch) at the dimensions or one of the dimension options stated in the Design Brief. Digital files should arrive with us on or before the competition closing date.

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 form as a pdf document only and ensure that all your details are legible. Please do NOT send these documents as jpgs.

If all the technical aspects of the brief have been met, the design is then registered and assigned a registration number, and the student notified confirming registration.

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

The design is stored in a file under the student’s name. A copy is made and annotated with the i-dott registration number, the category entered, the dimensions and dpi of the work before being filed in a second file under the category entered.

Once the shortlisting process is complete the relevant students are informed of their success and their work will be put through to the final round.

A ‘shortlist notification’ will be sent to you. This will show the design/s that have been selected by the shortlisting panel and will be identified by a 5-digit i-dott number only.

You may attach an A4 roomshot featuring your design, but please consider the perspective.

**The Process Stage 2 Judging – Fair and Square**

To ensure that all entries are judged on merit alone the artworks have any and all identification removed.

In fact, the only piece of information the judges have to identify the work, is the number which is assigned at registration upon arrival at our offices.

**Both the Shortlisting & Final Panels** are entirely unaware of:

* The establishment the student attends
* The gender identity of the student
* The ethnic background of the student
* The age of the student

**SHORTLISTING ROUND**

Carried out by highly experienced senior design professionals, working in isolation, nominate their preferences in each design category, in consideration of the merits of the design in relation to the brief.

**FINAL JUDGING**

This panel of judges is made up of the category sponsors or their appointed representatives

All shortlisted designs from each category are viewed, discussed and critiqued by the assembled panel.

As each category is judged, the judge appointed by the sponsor will take the lead role in the decision making.

Winning Entries will be notified within 5 working days of the decision being made.

Refer to the competition timetable for submission deadlines

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

**We are always happy to help!**

Contact Details

info@idott.org

alisonhenshaw@blackmoresuk.com

00447810123239