

Category: Advert Design

- Participants **must** be Middlesex University Dubai currently enrolled students
- **Theme** Life post COVID-19
- **Deadline of submission:** 17 May 2020, 4:30pm to be sent to *studentactivities@mdx.ac.ae* (Full name, Student ID number, phone number and email address) or through google *link* under category.
Email subject: Category (ex: dance, music, photography)

Poster Requirements:

The poster must be created in A4 size

No input devices other than the mouse, keyboard or graphic tablet will be allowed.

All illustrations and text must be readable.

Posters must be the original design and creation of the participant; you can be inspired by various artists or artwork but you are not allowed to replicate or copy. If you do, it will be considered plagiarism and you will be disqualified.

The poster should not give any information that identifies the contestant.

The poster must be in 300 dpi, RGB, JPEG (High-Resolution).

Only the following software will be allowed to be used. No other files should be open during the competition:

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Canva
- GIMP

- Microsoft Word

Each advertisement should come with a short description/design rationale that is separate from the poster that explains:

1. What was your inspiration?
2. The thought process behind the design.
3. Why did you choose the specific elements that you did?
4. Mention if you have integrated any sort of symbolism. Eg: Elements, color representation, etc.
5. What software have you used?

The text in which the description for the poster is written must be:

- Font size: 14
- Font style: Times New Roman
- Margins: Normal
- Alignment: Justified
- Spacing: Double line

Please do not forget to do this as the judges will refer to your descriptions along with your posters,

You will be assigned a number once you submit your poster so that anonymity will be maintained when the judges look at your work.

Content

The content should not be hurtful to the sentiments of any race, caste, culture, religion or nation. The content cannot showcase any form of vulgarity. Contestants who during their performance, use any obscene, offensive, sexual or otherwise inappropriate behavior or gestures, including without limitation those referencing or depicting violence, nudity or explicit activity or which are not in the spirit of the contest or do not meet the university's standards for any reason, as determined by the university will be disqualified from the competition.

Judging

Visual appeal – Color and font changes should be used appropriately. The background should not be busy and distracting. The resolution of the printed poster should be high enough that the text is clear and there are sharp details on the figures. A poster with overall visual appeal stands out among other posters.

Layout – The poster must be a balance of text, figures and space. Excess text should be avoided. The poster should be easy to read. The reader should be able to navigate the poster with ease.

Concept – The concept represented in the poster should be clear. You get points for your attached description so make sure you answer the questions mentioned previously.

Legibility – the poster should be easy to read and understand. The participants should use legible fonts.