

GRAPHIC DESIGN

WORLD STANDARDS DAY 2014 POSTER COMPETITION

DEADLINE

14 MAY 2014

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
23 Apr 2014	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

UPDATE: deadline extended to May 14, 2014.

Calling all creative minds! The World Standards Cooperation is launching a competition to design a poster illustrating the 2014 World Standards Day.

Each year on 14 October, the members of the IEC, ISO and ITU celebrate World Standards Day, which is a means of paying tribute to the collaborative efforts of the thousands of experts worldwide who develop the voluntary technical agreements that are published as international standards.

This year the theme is: Standards level the playing field.

Standards are all around us, help us live and work safely, increase efficiency and help developing businesses. For small business owners in developing or developed countries international standards provide a great opportunity to expand to new markets and compete with established big players and competitors. International standards make consumers feel safer and help businesses build brand reputation. Countries which refer to international standards in their policies and regulations are able to better protect their populations and give them a bigger choice of quality products. International standards help stimulate trade flows, overcome artificial trade barriers and help level the playing field.

Your poster proposal should be sent as PDF file, along with a photo and short biography of the artist(s). If your design is selected as a prize winner, you will be asked to supply on a CD:

• A high definition (300 dpi resolution) file of the poster • The original files including fonts and graphics

The text must be editable for countries who will want to reproduce the posters in their national languages, and the files should be editable in InDesign, Photoshop or Illustrator.

There is no entry fee.

ELIGIBILITY

The competition is open to everyone worldwide.

PRIZE

• First prize: 1,500 CHF (approx. 1,700 USD) • Second prize: 500 CHF (approx. 570 USD) • Thrid prize: 500 CHF (approx. 570 USD)