CALL FOR ENTRIES

bigpicture DESIGN CHALLENGE
There have been big changes at McDonald’s recently – from new menu ranges to re-designed restaurants. Calling all design students and recent graduates, here’s your chance to get in on the action and showcase your talent!

The Design Institute of Australia invites Australia’s and New Zealand’s best young designers to submit entries into the inaugural **Big Picture Design Challenge**.

**The Challenge**
Design outstanding images destined for any surface or area at McDonald’s restaurants, which define and promote Australia’s and New Zealand’s diversity.

**Opportunity**
See your designs in McDonald’s restaurants.
$4,000 in cash prizes to be won!

Committed to supporting and actively promoting design and designers since 1947, the Design Institute of Australia (DIA) is the voice for design in Australia. The DIA is a membership body representing professional designers and design businesses from across Australia.

For over 35 years, McDonald’s has been a part of the fabric of Australian society with over two thirds of stores owned and operated by small business people. In recent years, McDonald’s Australia and New Zealand has taken a contemporary approach to refurbishing its restaurants with the help of the region’s best designers. Architecture and interior design featuring photography and illustrative graphics have become an integral part of communicating McDonald’s brand and providing unique and interesting environments for their customers.

Through a partnership between the DIA and McDonald’s, the **Big Picture Design Challenge** will provide a unique opportunity and platform for young designers.
Entry Process

Step One  Read the General Information and Terms and Conditions
Step Two  Download the Big Picture Design Challenge Entry Pack
Step Three  Get Creative!
Step Four  Using the McDonald’s interior and exterior images provided, demonstrate how your image could be used in a McDonald’s restaurant
Step Five  Register and upload your Entry by 12 October 2009

Important Dates

Entries Close  12 October 2009
Finalist Submissions Close  13 November 2009
Results Announced  18 November 2009
Melbourne Exhibition  23 November 2009
Finalist images available for McDonald’s restaurants  January 2010

Brief

The Big Picture Design Challenge invites young designers to create images that:

• Define and promote the spirit of Australia and New Zealand’s diversity in terms of distance, location and culture

• Can be applied to external or internal surfaces in McDonald’s restaurants

• Appeal to McDonald’s customers including families, young adults and business people

Contact Details

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Inspiration

To help kick off the creative process, consider the following:

What design characteristics / brand values are we looking for?

• Enjoyment for everyone – eye catching, alive, attractive, optimistic
• Exciting – upbeat, magical, inspiring, colourful, unexpected
• Oasis – respite, refreshing, reassuring, natural
• Iconic – unique, original, timeless
• Fresh – innovative, real, authentic, appealing

What is important to McDonald’s?

• Family
• Local community
• Ronald McDonald House Charity
• The environment
• Balanced lifestyle

McDonald’s restaurants are located all over Australia:

• Rural
• Suburban
• Urban
• Street Hubs
• Food Court

McDonald’s restaurants incorporate images in a variety of ways:

• Landscape and portrait orientations
• Large and small installations
• Wall, lamp shades and facade applications

McDonald’s restaurant images should:

• Define and communicate brand values
• Create a locally themed environment that is relevant to their customers
• Contribute to a contemporary and welcoming atmosphere

Categories

Images may be created in three different forms:

PHOTOGRAPHIC IMAGE
Grab your camera and start snapping abstract, lifestyle, active, portrait, or place photographs.

VECTOR GRAPHICS
Fire up your creative mind and vectorize basic, geometric, abstract, vintage or illustrative graphics.

MIXED MEDIUM IMAGE
Go solo or collaborate with a colleague, create an image that incorporates multiple mediums – photography, painting, collage, etching or tapestry with overlayed vector graphics.
Prizes

Additional to cash prizes, the Big Picture Design Challenge gives young Australian designers invaluable career starting opportunities.

<table>
<thead>
<tr>
<th>50 FINALIST PRIZES</th>
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<tbody>
<tr>
<td>• $100 Cash</td>
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<tr>
<td>• Design Institute of Australia Membership for 1 year</td>
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<tr>
<td>• Entry published in McDonald’s Graphics Catalogue with authorship noted.</td>
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<td>• Royalties and additional exposure if an entry is incorporated into a McDonald’s restaurant</td>
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<td>• Exposure to Australia and New Zealand’s leading Designers</td>
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<table>
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<tr>
<th>FIRST PRIZES</th>
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<tr>
<td>Photographic Image $1,000 Cash</td>
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<tr>
<td>Vector Graphics $1,000 Cash</td>
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<tr>
<td>Mixed Medium Image $2,000 Cash</td>
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Judging Panel

The Design Institute of Australia has selected a judging panel that includes eminent design industry professionals that represent the diversity and excellence of design practices locally, nationally and internationally.

- Geoff Fitzpatrick FDIA, Director – National Strategy | Design Institute of Australia. (VIC) **CHAIRPERSON**
- Erin Pawle MDIA, Retail Design Manager | McDonald’s Australia Ltd (NSW)
- James Harper FDIA, Director | Brooking Harper (VIC)
- Thomas de Masi, Creative Director | de Masi jones (SA)
- Brad Muller, Executive Director | DM2 Architecture (QLD)
- Ed Kenny, Director | Giant Design (NSW)

The Judging Panel will assess entries on the following criteria:

a. Concept
   1. The entrant’s interpretation of the brief
   2. How effectively the design defines, communicates and promotes Australian and New Zealand diversity

b. Creativity and visual impact
   3. The aesthetic appeal of the design
   4. The invention and innovation of the design

c. Compatibility
   5. The design’s compatibility with McDonald’s brand image, and remodelled restaurants
   6. Whether the design is in keeping with Australian and New Zealand demographics and McDonald’s new and existing customers

d. Adaptability
   7. The design’s ability to be utilized in different environments and applications
Please carefully read these Terms and Conditions before entering.

Submitting an entry indicates that you have read and agree to all of the Terms and Conditions of this promotion.

1 Information on the entry forms and the prizes themselves form part of these Terms and Conditions.

2 Entry into the Promotion ‘McDonald’s Big Picture Design Challenge’ is deemed to be an acceptance of these Terms and Conditions.

3 The Promotion Period commences on 10 August 2009 and ends on 12 October 2009. The Organiser may extend the time or otherwise vary the Promotional Period at any time in its absolute discretion.

4 This Promotion comprises 3 Competitions:
   1. Competition for each of the following 3 Categories:
      a. Photographic Image Category
      b. Vector Graphics Category
      c. Mixed Medium Image Category

5 This Promotion outline adheres to ICOGRADA’s (International Council of Graphic Design Associations) ‘Regulation and best practices for organising design award competitions best practice paper’.

6 Every attempt has been made to ensure accuracy, currency and reliability of the information included in this document and elsewhere. However, changes in content and process may become necessary at the absolute discretion of the Organiser. The Organiser accepts no liability for any use of the said content or reliance placed upon it.

7 The Organiser may cancel the Promotion at any time without prizes being awarded.

8 Failure by the Organiser to enforce any of its rights at any stage does not constitute a waiver of those rights.

9 The Organiser reserves the right to remove any entry from the Promotion without explanation.

**Entry Submissions**

10 Entry is open to entrants aged 18 years or older as at the date of entry who are:
   a. Permanent residents of Australia or New Zealand or international students under a Student Visa in Australia and New Zealand; and
   b. Full time tertiary students currently studying a final year Diploma, 3rd or 4th year Advanced Diploma or 3rd or 4th year Degree in 2nd semester 08/1st semester 09 or graduated from any of these Diplomas/Degrees in the last 3 years.

11 Officers, directors, and employees of the Organiser (DIA), as well as those individuals’ immediate family members and the residents of their households, are not eligible to enter.

12 Entrants must visit www.design.org.au/bigpicture, download, complete and submit the required information in the manner required by clause 13, during the Promotional Period.

13 To enter, entrants must:
   a. Visit the ‘General Information’ menu at www.design.org.au/bigpicture, and download the Big Picture Design Challenge Entry Pack that includes a PowerPoint Entry Template, a selection of McDonald’s Interior or Exterior Images, and Talent Release Form;
   b. Create a Big Picture Design Challenge PowerPoint Entry Presentation which includes Hero Image Entry (in landscape or portrait orientation), Application of Entry in a McDonald’s restaurant and a written Interpretation of the Brief (MAX of 100 words); and
   c. Visit the ‘Enter Your Submission’ menu at www.design.org.au/bigpicture, complete online registration process and upload a Zip Folder containing a PowerPoint Entry Presentation and, if an entry includes people, a signed and approved Talent Release Form saved as a .pdf file. Entrants are required to provide their full name, residential address (not a PO Box address), email address and telephone number;

Files must be named in the following format:

i. **Photographic Image Category**
   - Zip: Photographic_Last Name+First Initial.zip
     - PowerPoint: Photographic_Last Name+First Initial.ppt
     - Talent Release Form: Photographic_Last Name+First Initial_Release.pdf

ii. **Vector Graphics Category**
    - PowerPoint: Vector_Last Name+First Initial_Name.ppt

iii. **Mixed Medium Image Category**
    - Zip: Mixed_Last Name+First Initial.zip
      - PowerPoint: Mixed_Last Name+First Initial_Name.ppt
      - Talent Release Form: Photographic_Last Name+First Initial_Release.pdf

14 The online registration and entry must be submitted together; partial submissions will not be accepted.

15 Entrants may only submit one entry per Category.

16 Entries entered in the Photographic and Vector Graphic Categories must be the work of one entrant only. Entries entered in the Mixed Medium Image Category may be group work. Awards and Prizes will be made to the name submitted on the entry application.
Upon being selected as a Finalist, entrants must:

a. Visit the ‘Enter your Submission’ menu at www.design.org.au/bigpicture and follow the prompts to upload their entry in the following format:

i. Photographic Image Category
1. Images that have been shot in RAW camera format and digitally converted/processed at hi-resolution (6144 by 4096) in Photoshop using the Camera Raw plug-in to produce a 72MB file @300dpi. Saved as a .jpeg file in RGB at maximum quality.

OR
1. Images of paintings, collage, etchings or tapestry professionally scanned at hi-resolution at no less than 50MB @ 300dpi. Saved as a .jpeg file in RGB at maximum quality.
   - .jpg camera files, .tiff files converted from .jpg camera files or RAW camera files will not be accepted.
   - Files must be named in the following nominated conventions:
     - Hi-res: Photographic _Last Name +First Initial.jpg

ii. Vector Graphics Category
1. Vector graphics created in Adobe Illustrator, saved as .eps or .ai files, cropped in portrait orientation (Ratio 1.5X high : X wide) and landscape orientation (Ratio X high : 2.5X wide). Graphics must be contained within an A4 page dimension/art board;
2. Portrait and landscape images in two different colourways e.g. cold and warm tones;
3. All links in hi-resolution as per Photographic Image and Vector Graphics Category specifications; and
4. Proofs of both portrait and landscape orientations, and both colourways formats, all supplied in a low resolution, A4 .pdf file.
   - .jpg camera files, .tiff files converted from .jpg camera files or RAW camera files will not be accepted.
   - Vector colours to adhere to the Pantone Spot Colour Guide System, vector elements must perfectly aligned and all line work is smooth and accurate.
   - If typography is utilised, copy/words/letters must be converted to paths and the typeface used specified on proof.
   - Files must be named in the following nominated conventions:
     - Zip: Collaborative _Last Name +First Initial.Zip
     - Portrait: Mixed _Last Name +First Initial_P.file extension
     - Landscape: Mixed _Last Name +First Initial_L.file extension
     - Link/s: Mixed _Last Name +First Initial_V._link_.file extension
     - Landscape: Mixed _Last Name +First Initial_V._link_.file extension
     - Proof: Mixed _Last Name +First Initial_proof.pdf

iii. Mixed Medium Image Category
1. A combination of photographic images (as per Photographic Image Category specifications) with overlaid vector graphics, created in Adobe Illustrator or Adobe Indesign, saved as .eps, .ai, or .indd files, cropped in portrait orientation (Ratio 1.5X high : X wide) and landscape orientation (Ratio X high : 2.5X wide). Graphics must be contained within an A4 page dimension/art board;
2. Portrait and landscape images in two different colourways e.g. cold and warm tones;
3. All links in hi-resolution as per Photographic Image and Vector Graphics Category specifications; and
4. Proofs of both portrait and landscape orientations, and both colourways formats, all supplied in a low resolution, A4 .pdf file.
   - .jpg camera files, .tiff files converted from .jpg camera files or RAW camera files will not be accepted.
   - Vector colours to adhere to the Pantone Spot Colour Guide System, vector elements must perfectly aligned and all line work is smooth and accurate.
   - If typography is utilised, copy/words/letters must be converted to paths and the typeface used specified on proof.
   - Files must be named in the following nominated conventions:
     - Zip: Collaborative _Last Name +First Initial.Zip
     - Portrait: Mixed _Last Name +First Initial_P.file extension
     - Landscape: Mixed _Last Name +First Initial_L.file extension
     - Link/s: Mixed _Last Name +First Initial_V._link_.file extension
     - Link/s: Mixed _Last Name +First Initial_H._link_.file extension
     - Proof: Mixed _Last Name +First Initial_proof.pdf

18 Files that are not named using the nominated naming conventions will not be accepted.

19 There is no Entry fee. Entrants shall be responsible for all costs related to entering the Promotion, including but not limited to mail fees, internet connectivity, and design creation, etc. The Organiser will not reimburse any costs whatsoever related to an entrant’s entry into the Promotion.

20 All entries must be the entrant’s own original design and must not have been plagiarised or previously shown, sold or entered in any other competition in Australia or overseas. This includes images that were taken or designed at the same time and that are very similar.

21 Designs submitted by entrants must not feature:

a. Trademarks, service marks, trade names, brands, or copyrighted material of third parties.

b. Names or depictions of public figures, public officials, or celebrities.

c. Personal information, for example, phone numbers, addresses.

d. Obscene, vulgar, pornographic, profane, or violent statements or images.

e. Depictions of alcohol, tobacco, firearms, gambling, drug use, or illegal conduct.

f. Religious, bigoted, racist, or overtly political statements or images.
22 It is the entrant’s responsibility to obtain and submit a signed and approved Talent Release Form from the people who appear in their images.

23 Designs submitted by entrants created using unauthorized, pirated copies of computer software will not be accepted.

24 The Organiser and the Judging Panel are not responsible for late, lost, stolen, damaged, garbled, incomplete entries or communication, for errors, omissions, interruptions, deletions, defects, or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise.

25 The Organiser reserves the right, at any time, to verify the validity of entries and entrants (including an entrant’s identity, age and place of residence).

26 The Organiser collects personal information in order to conduct the Promotion and may, for this purpose, disclose such information to third parties, including, but not limited to, prize suppliers and as required, to Australian or New Zealand regulatory authorities. Entry is conditional on providing this information. Unless otherwise advised, the Organiser and/or McDonald’s Australia Limited may also use the information for promotional, marketing and publicity purposes including sending electronic messages. Entrants should direct any request to access, update or correct information to the Organiser.

27 Your personal information is safeguarded by privacy laws. Unless notified otherwise, the Organiser reserves the right to publish the names and photographs of the entrants.

28 All entries of the Category Winners and 50 Finalists become the property of McDonald’s Australia Limited. No entries will be returned to participants.

29 Each Winner and Finalist consents to the Organiser and/or McDonald’s Australia Limited using their name, likeness and image (including any photograph, film and/or recording of them) in any media at any time without remuneration or compensation for the purpose of promoting this Promotion, the Organiser and/or McDonald’s Australia Limited and any of their products.

30 Entries will be deemed accepted at the time of receipt by the Organiser and not at the time of submission by the entrant.

31 Entrants wishing to cancel their entry are required to advise the Organiser in writing by email to cbenzie@design.org.au

Pre-selection Process

32 Prior to judging, a Pre-selection Committee will assess all entries based on their compliance with these Terms and Conditions. Entries that do not comply with the Terms and Conditions will be deemed disqualified.

33 Pre-selection process will be conducted by an organiser appointed Pre-selection Committee including:
   a. Phillippa Rowland, National Administrator, Design Institute of Australia
   b. Robyn Potter, Administration & Finance Assistant, Design Institute of Australia
   c. Jaime Calero, Website Assistant, Design Institute of Australia

Final Judging, Prizes and Intellectual Property

34 Final judging for all 3 Categories will be conducted by an Organiser appointed Judging Panel and a Chairperson (who will have a casting vote and will write a report on the voting results) by a date no later than the end of November 2009.

35 The Judging Panel consists of:
   a. Geoff Fitzpatrick FDIA, Director – National Strategy | Design Institute of Australia (VIC) CHAIRPERSON
   b. Erin Pawle MDIA, Retail Design Manager | McDonald’s Australia Ltd (NSW)
   d. James Harper FDIA, Director | Brooking Harper (VIC)
   e. Thomas de Masi, Creative Director | de Masi jones (SA)
   f. Brad Muller AIA, Executive Director | DM2 Architecture (QLD)
   g. Ed Kenny, Director Giant Design (NSW)

36 The entries in each of the 3 Categories will be judged based on the following equally weighted four aspects:
   a. Concept
      1. The entrant’s interpretation of the brief.
      2. How effectively the design defines, communicates and promotes Australian and New Zealand diversity.
   b. Creativity and Visual Impact.
      3. The aesthetic appeal of the design.
      4. The invention and innovation of the design.
   c. Compatibility
      5. The design’s compatibility with McDonald’s brand image, and remodelled restaurants.
      6. Whether the design is in keeping with Australian and New Zealand demographics and McDonald’s new and existing customers.
   d. Adaptability
      7. The design’s ability to be utilized in different environments and applications.
37 All eligible entries received for final judging for each of the 3 Categories will be judged by the Judging Panel to determine the following:

- a. Photographic Image Category – Between 10 and 30 Finalists plus First Prize;
- b. Vector Graphics Category – Between 10 and 30 Finalists plus First Prize; and
- c. Mixed Medium Image Category – Between 10 and 30 Finalists plus First Prize.

38 The value of the First Prize in the Photographic Image and Vector Graphics Categories is $1,000. The value of the First Prize in the Mixed Medium Image Category is $2,000. The total value of all prizes is a maximum of $4,000.

39 One First Prize will be awarded to the entry which best fulfils the judging criteria in each 3 Categories as determined by the Judging Panel.

40 50 Finalists will be selected based on the top 50 entries that fulfill the judging criteria as determined by the Judging Panel, and who has submitted their entry as outlined in clause 17, by 13 November 2009.

41 Each of the 50 Finalists will receive a payment of $100 and will have their entries included in a Graphics Catalogue, where their entries will be available for purchase by McDonald’s Australia Limited and its franchisees for use in McDonald’s restaurants. If any of the Finalist entries are purchased by McDonald’s Australia Limited or its franchisees, within 12 months after the end of the Promotional Period, a royalty of 5% of the purchase price of each image purchased will be paid to the relevant entrant. The purchase prices of the images and the payment of royalties will be managed by the graphic company, de Masi Jones, who will distribute one off cheque payments within 15 months after the end of the Promotional Period.

42 Each of the 50 Finalists must, at the Promoter’s request, assign all intellectual property and/or other rights that he/she may hold in or to his/her entry. Winners and Finalists agree to their entries being used or reproduced by McDonald’s Australia Limited, its related entities or franchisees without remuneration or consideration in any medium whatsoever including but not limited to electronic media, newspapers, magazine and catalogues for any purpose at any time after the Promotion. Images used on the Promotion’s website will be low resolution only. The name of the entrant will be printed clearly with their image or mentioned each time the image is reproduced.

43 Each of the 50 Finalists may use their images in their personal portfolio in either paper or digital formats.

44 Where an entry is created by more than one person, the prize will be awarded by the Organiser only to the individual named in the entry form. This individual is solely responsible for sharing the prize amount with the other individuals involved in the creation of the design. The Organiser shall have no responsibility for or obligation in distributing the prize money to any person other than the individual named on the entry form.

45 The Judging Panel, at its discretion, may withhold the prizes or divide the total prize money in other proportions.

46 The Judging Panel’s decisions are final and no correspondence will be entered into in relation to the conduct of the Promotion, or the methodology adopted to determine the first prize.

47 The Judging Panel reserves the right not to award a prize.

48 All entrants will be advised of the names of the prize winners via the Promotion’s website www.design.org.au/bigpicture and in writing within two months after the end of the Promotion.

49 First Prizes will be mailed directly to the winning entrants. Each Finalist’s $100 payment will be mailed directly to that finalist only after that finalist has uploaded his or her entry in the formats outlined in clause 17, by 13 November 2009.

50 Each prize recipient agrees that acceptance, use and enjoyment of the prize will be undertaken at their own personal risk.

51 To the full extent permitted by law, the Organiser, McDonald’s Australia Limited, their associated companies, agencies and franchisees and any of their personnel (‘Relevant Parties’) exclude all liability for any loss (including any damage, claim, injury, cost or expense) which is suffered or incurred by any entrant in connection with the Promotion or prizes, including: (i) any indirect, economic or consequential loss; (ii) any loss arising from the negligence of a Relevant Party; (iii) any liability for personal injury or death.

Exhibition

52 All 50 finalist entries will be featured in an Exhibition at the DIA National Offices from 23 November 2009.

53 All 50 finalist entries will be featured in low res version in an online gallery from 23 November 2009. To view, visit the “Finalist Gallery” menu at www.design.org.au/bigpicture.

Contact Information

54 The Challenge Moderator is Caroline Benzie, National Program & Events Officer, Design Institute of Australia. cbenzie@design.org.au 1300 888 056.

55 The Organiser is Design Institute of Australia (DIA) ABN 12 004 412 613 Level 1, 175 Collins Street Melbourne 3000.