Brief and guidelines

The competition brief
Your challenge is to capture RMIT’s personality through an original visual graphic that will be printed on hoodies and t-shirts and will become part of RMIT’s merchandise range.

We’re not looking for typical university designs. Think cool, creative, street-wear graphics that you and your friends would be proud to wear and that stay true to RMIT’s brand personality.

RMIT is a connected, global university of technology and design with innovation at its core. It isn’t afraid to take risks, to step outside the box and be noticed for doing things differently.

The University’s brand traits are:
- **bold**
- **fearless**
- **ingenious**
- **with an urban edge**

Inspiration can come from anywhere and be represented in any form – a sketch of a building, a photograph, beautifully structured words – it doesn’t matter how you choose to interpret these attributes, it just matters that you do.

Mandatory

Garment Design
- You are not able to alter the design of the actual garments. Templates have been uploaded to the website – please use these as a base. Photos of the actual garments are also available online.
- The design must appeal to both genders or alternative designs for males and females should be submitted.

Colour
- The base colour of the garment must be black, white or red only.

Embellishments
- Beading, additional zips or other such embellishments are not permitted.
- A small amount of embroidery is allowed – please refer to the considerations

Considerations

Garment Design
- The templates provide a guide to the recommended print areas. Keep in mind that if your design stretches beyond these, the final product may not look exactly as intended.
- The winning designs will be sold to a demographically and ethnically diverse customer base. You should keep this in mind when designing.

Colour
- RMIT’s colour palette is provided in this document. You are not restricted to using these colours but you are encouraged to use them as a guide.
- Keep in mind the principle that less is more – often you can achieve impact with as little as three key colours.

Embellishments
- Embroidery is allowed but please take into consideration that a large or complex design may make the garment less viable to reproduce.

Incorporating the RMIT Logo
- You do not need to use the RMIT logo in your design.

Judging criteria

Design
1. Is the graphic compelling and does it command attention?
2. Does the graphic effectively address the brief - to capture RMIT’s brand traits: bold, fearless, ingenious, “with an urban edge”?
3. Does it positively and creatively represent RMIT - the Global University of Technology and Design.

Commercial viability
1. Does the design appeal to both genders? Or has the entrant provided a female and male design option?
2. Do the designs appeal to a demographically diverse community? (e.g. age, ethnicity)
3. Are the designs able to be cost-effectively manufactured?
4. Do the designs have longevity (e.g. wear beyond one season)?

Announcement of winners

Once the competition closes on September 10, the judges will short list the entrants. Short listed designs will be uploaded to RMIT’s Facebook Page on Monday September 17 where people will be able to vote by liking their favourite designs.

The judges’ will then select the winning designs taking into consideration the public vote. On Tuesday 2 October the judge’s selections and the viewers’ choice winner will be announced.

Further details regarding the announcement will be made available on the website.

Note: If the viewers’ choice results in a draw the final decision will be made by the judging panel.

How to enter
1. Follow the design guidelines provided in this document
2. Complete the online registration process at www.rmit.edu.au/designcomp
3. Attach a separate high resolution JPEG file for each design and email to interact@rmit.edu.au. Attachments should not exceed a total of 5Mb. Each JPEG should demonstrate front and back.
4. Provide a short rationale of no more than 150 words for each different design outlining how it addresses the judging criteria in the email.
5. If entering as a team please ensure to clearly state the name and contact details of both entrants in the body of your email.
Additional references

- RMIT’s colour palette (for reference):

**PRIMARY**
- Red (Pantone 485)
- Black
- White
- Pantone 414

**SECONDARY**
- Pantone Yellow
- Pantone 151
- Pantone 226
- Pantone 390

Conditions of entry

Note that you will need to acknowledge that you have read, understood and agreed to the following terms and conditions when you submit your online registration.

1. Information on how to enter and prize details form part of these Terms and Conditions.
2. The Promoter is RMIT University c/o Level 2, 330 Swanston Street, Melbourne, Victoria.
3. Entry is open to all current students and staff who have a current student or staff number based in RMIT’s Melbourne, Australia campuses (Eligible Participants). This includes students and staff currently on exchange overseas and international students currently studying in Melbourne. Those on the judging panel and their immediate families are ineligible to enter.
4. To enter, the entrant must create and submit an original design for a hoodie and a t-shirt as per the competition brief and guidelines. Entries should be emailed to interact@rmit.edu.au. Entrants are able to submit multiple designs. Entries must be: (a) accompanied by the Eligible Participant’s name, student or staff number, phone number, valid email address and a brief rationale for each of the designs explaining how it addresses the judging criteria; and (b) high resolution JPEG files that do not exceed a total of 5Mb in size and are of an acceptable resolution and picture quality.
5. Entries that have not been submitted according to the specified entry guidelines may be deemed ineligible.
6. Each Eligible Participant grants the Promoter a perpetual, non-exclusive, royalty-free licence to use, reproduce, publish and display their entry in any of the Promoter’s media or distribution methods, including publication on the Promoter’s website or any internet applications. All prize winning entrants assign all intellectual property rights in their prize winning entry to RMIT to use at RMIT’s discretion including to amend as needed and to use with or without attribution of authorship.
7. The competition commences at 9.00am AEST on 13 August 2012 and closes at 11:59pm AEST on 10 September 2012 (the Competition Period). Any competition entries received by the Promoter before or after the Competition Period may be ineligible for entry and no responsibility will be accepted for lost, late or misdirected submissions.
8. Each Entry will be individually judged by an appointed judging panel based on the criteria set out by RMIT. The judges will choose the finalists by 17 September. The judges’ decision is final and no correspondence will be entered into.
9. The work of the finalists will be featured on the RMIT University Facebook page at www.facebook.com/RMITUniversity and visitors will be invited to vote for their favourite Entry (by pressing the ‘like’ button) until 5.00pm AEDT on 28 September 2012.
10. The prize winning designs will be produced and become available for sale as part of RMIT’s merchandise range.
11. The winning designers can win up to $1000 for their submission which must include a design for a hoodie and a t-shirt. The judges have the right to select a winning hoodie from one entrant and a winning t-shirt from another. In such a case the prize money will be divided equally and the two entrants will share the prize amount. Multiple submissions per person are permitted.
12. The Entry that receives the most votes on Facebook by the end of the voting period will receive the “People’s Choice” award of a flight for two in the RMIT hot air balloon. In the case of a draw, the judging panel will decide on the winner. The judges’ decision is final and no further correspondence will be entered into.
13. The winners will be notified by telephone and email on 2 October 2012. The winner’s name will also be posted on RMIT’s Facebook and Twitter pages, and on applicable RMIT webpages including RMIT’s homepage, competition page, in RMIT Update, in RMIT news and MyRMIT. Further promotional activities will be arranged in liaison with the winning designers.
14. The Promoter collects entrants’ personal information in order to conduct the competition. If the information requested is not provided, the entrant may not participate in the competition. By entering, each entrant agrees that the Promoter may use this information for marketing purposes, including sending the entrant electronic messages and including use as set out in these Conditions of Entry.
15. The Promoter is not liable for loss/damage suffered (included but not limited to indirect/consequential loss), or for personal injury suffered/sustained, as a result of accepting the Prize, except for any liability which cannot be excluded by law.