

## **Design Competition Announcement: Ontario Library Association Super Conference**

Prize: \$1,500 for winning submission

### **A. Requirements:**

The Ontario Library Association annually hosts Canada's largest library conference for those who work in or with the library and information sector. Annual attendance is approximately 4,000 delegates. Each year the conference has a specific theme and 'look'. The OLA is offering a competition for students in a design or fine arts program to create the Super Conference 'visual identity' for the 2011 conference. The visual identity is primarily for the design of the Super Conference programs, but will be applied to signage, the Super Conference web site, brochures, and items such as t-shirts, mugs, and pins.

### **B. Purpose:**

Libraries are an integral part of Canada's cultural landscape. The OLA continually seeks opportunities to partner with the arts and with students. The visual look of each OLA Super Conference has a reputation for its' creativity, uniqueness, and even a certain quirkiness. Innovative, unusual, and highly creative submissions are welcome. It is estimated that the exposure to the program and web site (and therefore the design) reaches more than 10,000 people.

### **C. Design Specifications:**

1. Program cover design that must contain the following text elements:

Ontario Library Association

Theme with any possible tag lines (to be provided)

February 2 – 5, 2011

Metro Toronto Convention Centre

2. A 'reversible' colour scheme. The OLA creates two programs: a registration program printed on newsprint stock, and a final onsite program on glossy stock. To distinguish between the two, the main colour on the conference program changes.

3. Element(s) that can be incorporated as a visual theme into the conference pages, on the web site, and be easily reproduced on large-scale posters and signage.

4. A minimum four colour scheme. Each conference day in the program and online is delineated by a colour.

5. Relationship to theme: it is not necessary for the visual design to literally reflect the textual theme of the conference. For example, for a theme of 'Step up Your Passion' (to use the 2010 theme as an example), the design would not have to incorporate actual stairs or steps.

Visit OLA's web site for past examples. Select the "Super Conference" link on the main page: [www.accessola.com](http://www.accessola.com)

#### **D. Technical Specifications:**

1. One hard copy cover design in colour, approx 21 cm x 27 cm (approx magazine cover size)

The design chosen must have the following graphical specifications and the file will be required upon selection:

- vector graphic (must be scaleable)
- designed using Illustrator (CS3 or earlier).

#### **E. Copyright and Ownership:**

All submissions must reflect original design and artwork and contain no third party elements. Designers will be required to agree to this on the submission form.

Submissions not chosen: OLA will destroy all copies of and will hold no rights to all submissions not chosen.

For the award winning submission:

- OLA retains the digital and print rights to use the design and all accompanying elements for one year after selection.
- The designer holds the moral rights.
- OLA will acknowledge the designer in the programs and on the Super Conference web site.

#### **F. Selection of winning submission:**

The winning submission will be selected by a jury of OLA Staff and Members. Entries will be judged on:

- completeness (entries must meet the requirements outlined above),
- ability to use the look and elements in a variety of creative ways on the program, posters, online, brochures, etc.
- entries that most closely match the spirit of the Super Conference theme,
- willingness for the designer to discuss and modify the design in consultation with the jury if necessary.
- Prize will be awarded once the winning design has been completed and the files have been received.

**Ontario Library Association Super Conference Submission procedures:**

The competition is open to all recent graduates (within one year), part or full time students of a post secondary college or university design or fine arts program in Ontario. For the pilot year of this award program, we are inviting George Brown Design Students and recent grads.

**Final date for all submissions: July 2, 2010**

Applicants bear sole responsibility for any costs incurred in the creation and submission.

**The 2011 theme is:**

The Power of C – Collaboration

**Description of theme:**

Collaboration makes us smarter! The power of collaboration is a catalyst for community engagement, communication, cooperation, connectivity, conversations, crowdsourcing, collectivism and collegiality.

Collaboration allows critique, coordination and cultivation of common interests to make better choices for communal and collateral benefit.

Collaboration captures our creativity and challenges us to be greater than the sum of our constituent parts.

**To submit**, please send your design as a .pdf attached to an email containing the following information:

Submitted by, Address, Telephone Number, Confirmation that the enclosed submission is your original design, confirmation that you are enrolled in the Design program at George Brown College, or are a recent grad.

Email to: [info@accessola.com](mailto:info@accessola.com)