

Call for the 2022 Global Zodiac Design Competition (RenyinYear of the Tiger)

1/Competition Description

2022 is the year of tiger in Chinese lunar calendar. Tiger represents the spirit of mountains and is honored as the king of all animals. The sign of tiger is one of the most favorite zodiacs among Chinese for its bravery, power, nobility, majesty, and energy. There has been folk tradition at Chinese New Year Eve to draw tigers to exorcise the evil spirits and embrace the auspicious future. In some Chinese dialects, the pronunciation of “tiger” is similar to those of “Blessing” and “Richness”, symbolizing the coming of blessing, fortune, richness and nobility.

The twelve Chinese zodiacs go around in circles. It not only records the passing time, but also brings people the emotional recognitions and wonderful blessings. As an ancient culture, the zodiac culture has the vitality evolving with time, and increasingly becomes an important carrier of cultural exchange that passing connotations and emotions between China and other cultures in the world. This event that focuses on the brand culture is jointly organized by Beijing Bureau of Culture and Tourism and the Central Academy of Fine Arts: 2022 Global Auspicious Zodiac Design Competition (RenyinYear of the Tiger), sincerely welcomes fans across the world to participate in designing in the theme of zodiac “Tiger” and promoting Chinese zodiac culture on the global scale.

2/Design Direction

1. Graphic Design, Multi-media and interactive design

The participants shall create their graphic design around the Chinese Zodiac tiger scheme and Chinese Spring Festival-related elements, or create design featuring positive meanings, interestingness and Chinese cultural charm based on the Chinese Zodiac tiger. There is no restriction as to the form of representation, that is, the participants can create their works in the form of 2D, 3D, dynamic poster, webpage design, UI design, APP design, advertisement/film/new-media video (with duration of between 15 seconds and 3 minutes, but with no restriction to its style) or interactive experiment design.

(1) Image logo, themed poster, VI extension design, IP image design of the Year of Tiger Zodiac

and “Happy Spring Festival”.

(2) Illustration, cartoon, GIF motion graphic design of the Year of Tiger Zodiac and “Happy Spring Festival”

(3) Product package design of the Year of Tiger Zodiac and “Happy Spring Festival”

2. Product design

Participants can design their themed cultural and creative products in combination of images and implications of the Chinese Zodiac Tiger. The product design may integrate such elements as Chinese Spring Festival, traditional craftsmanship and traditional culture of Chinese Zodiac. These design shall revisit the traditional culture of Chinese Zodiac with a prospect for the future, highlighting inheritance and innovation. Without restrictions to form and appearance, such products shall emphasize cultural attribute, craftsmanship and creativity.

(1) Cultural and creative product and traditional craftsmanship design related to the Chinese Zodiac Tiger

(2) Designs incorporating Chinese Zodiac Tiger elements into modern life, culture and entertainment, etc.

(3) Designs of clothing, accessories and textiles with Zodiac Tiger theme

(4) Designs of household items, office supplies, toys and electronic products with Zodiac Tiger theme

3. Yuanmingyuan theme design

All design shall integrate the IP of “Zodiac + Yuanmingyuan”, reveals cultural connotation, highlights the charm of traditional zodiac culture. The product design shall emphasize the contemporary fashion and explores the possibility for realization.

The designs are not limited to graphic design and product design, open up to all forms.

3/ Competition Timeline

Complete timeline: June 9, 2021 – October 30, 2021

Design uploading: June 9, 2021 - September 30, 2021

Deadline for design uploading: 24:00, September 30, 2021

Time for online evaluation: early October 2021

Time for online mid-term evaluation: middle October 2021

Final offline evaluation: late October 2021

Final announcement for award winners: late October 2021

4/Registration

All institutions, enterprises, design studios and individual designers from all countries and regions can register online and offline for the Competition within the specified time.

The participant could register on the designated website [www. jiqingshengxiao. com](http://www.jiqingshengxiao.com) or enter the designated Competition webpage for participation through the Competition publicity media.

5/Awards

1. Awards for graphic design section, multimedia and interactive design section: (the following prizes are all pre-tax amounts)

One winner of the first prize, awarded CNY 10,000 (pre-tax) and the 1st prize certificate;

Two winners of the second prize, awarded CNY 5,000 (pre-tax) and the 2nd prize certificate;

Three winners of the third prize, awarded CNY 2,000 (pre-tax) and the 3rd prize certificate;

Ten winners of the excellent prize, awarded CNY 1,000 (pre-tax) and the excellent prize certificate;

Twenty winners of the finalist prize, awarded the finalist prize certificate

2. Awards for the product design section: (the following prizes are all pre-tax amounts)

One winner of the first prize, awarded CNY 10,000 (pre-tax) and the 1st prize certificate;

Two winners of the second prize, awarded CNY 5,000 (pre-tax) and the 2nd prize certificate;

Three winners of the third prize, awarded CNY 2,000 (pre-tax) and the 3rd prize certificate;

Ten winners of the excellent prize, awarded CNY 1,000 (pre-tax) and the excellent prize certificate;

Twenty winners of the finalist prize, awarded the finalist prize certificate

3. Yuanmingyuan Theme Design Award

Select several candidates for Yuanmingyuan Theme Design Award

The competition awards for organizations--10 groups of organization awards will be selected from the colleges and universities with the most applicants and best quality of design; each will be awarded the prize of CNY2, 000.

6/Design Requirements

1. The content and form of the design works shall comply with the Chinese laws and regulations as well as the relevant policies, and it is prohibited to violate social morality, public order or good custom.
2. The content and form of the design works shall be free of pornography, violence, infringement of others' privacy or any content unsuitable for publicity.
3. The content and form of the design works shall not violate any specific religious taboo.
4. The content and form of the design works shall fully exhibit Chinese cultural elements with certain international publicity ability, expressing positive and healthy values in addition to Chinese cultural essence.
5. All participants must ensure that their works are original, closely related to the Competition theme and full of creativity, appeal and sound visual effects.

7/Requirements on design sizes

1. Design style, appearance and representation form are not limited to software used. The work shall be submitted in the form of electronic copy with its resolution width >500px and its height >600px. Upload the work in jpg, jpeg or png format under the mode of RGB, with the file size ≤5MB, wherein the designer can briefly describe his/her design ideas.
2. The product design work shall include product name, final effect image, design description, material and process description etc. among which the final images shall show the overall and partial effects of the work.
3. For multi-media, interactive design work, a video shall have its duration over 15 seconds and less than 3 minutes. Moreover, the video shall be in flv, mpg, avi, wmv, mov, asf, rm, rmvb, mkv, m4v or mp4 format with the resolution of 480*274 px or above and the max. size of 500MB. The video genre can be documentary, drama, animation, MV etc.

4. The layout of the design shall NOT include the designer's name (including abbreviation in English or Chinese), institution or any logo, graphics or other information related to the designer's identity.

5. The designer shall prepare 300dpi bitmap source file or vector file (such as files in AI, CDR, PSD, PNG) for media transmission, design printing and production so that he/she can submit such files to the organizer for offline publicity and promotion as required after his/her works is selected.

8/Jury

Liu Guanzhong, Professor and doctoral advisor of Academy of Arts and Design, Tsinghua University; chairman of Zhongguancun Industrial Design Association; president of Beijing-Tianjin-Hebei Design Industry Alliance; honorary vice president of China Industrial Design Association; one of the founders for industrial design in China

Qiu Ting: Vice Dean, Professor, doctoral advisor (fine arts) of the School of Chinese Painting, Central Academy of Fine Arts

Wu Xiaomin: Director of Center for Yuanmingyuan Studies, Central Academy of Fine Arts, Director of **Architectural History** and Theory Research Center, Professor of School of Architecture, Doctoral advisor (design).

Xie Yong, Associate professor and master advisor of School of Design and Arts, BIT; general manager of Emade Industrial Design (Beijing) Co., Ltd., general secretary and vice chairman of Zhongguancun Industrial Design Association, member of China Industrial Design Association, and YIYO Technology cofounder and CEO.

Zao Lin, director of exhibition design program, School of Arts & Design, BJUT; member of China National Arts and Crafts Society; and HOFO co-founder.

Hao Ninghui: Vice Dean and Professor of the School of Urban Design of the Central Academy of Fine Arts, Doctoral advisor (design), a Youth Scholar in "Yangtze River Scholars" of the Ministry of Education in 2020.

Wang Xiaodan, Founder and president of LKK Academy of Creative Design; General Manager of Jia Wei Design Consultants; visiting advisor of Masters of Industrial Design Engineering in the School of Design & Arts, BIT; visiting advisor of School of Architecture and Art Design of Beijing Jiaotong University.

9/Requirements for Uploading Work:

1. For online registration and uploading the electronic files, please log in the official website and click “participate in the Competition” to upload your works.
2. If the same user submits more than one piece of work, please upload each work once to create an independent link per work.
3. The registration form (electronic version or hard copy) can be delivered by mail or filled in through online registration.

Materials sent by mail: 1. Registration form (please attach the design content, or the registration is invalid);

2. Works (submitted under the requirements of design sizes);

Information filled for online registration: subject to the online procedure.

10/Notes (copyright declaration)

In accordance with the relevant laws and regulations of China, the organizers believe that “participants” and “authors” actively submitting their works have made the following irrevocable statements on the copyrights of these works submitted:

1. Originality statement: the final contesting works and personal representative works are all original works by the participants without infringement of any patent, copyright, trademark right or other intellectual property right of any third party; such works shall not be publicized in any newspaper, magazine, website or other media, or be applied for any patent or be registered for copyright, or participated in other content or entered the commercial channel in any manner. Or the organizers will cancel the qualification of finalist and winner, withdraw prize and certificate of honor, and reserve the right to further investigate the participant’s legal responsibilities.
2. Ownership of the works-related intellectual property rights: After the design wins any award for his/her original works, the winner shall sign the letter of commitment for transferring the works-related intellectual property rights and submit the source file of such award-winning works, and all copyrights of the award-winning works other than the relevant authorship belong to the competition organizers, so the competition organizers have the relevant rights to distribute, display or promote all award-winning works or use such works for commercial purposes. And without

authorization, any other employer or individual (including the author) is prohibited to transfer, copy, duplicate, reprint, disseminate, excerpt, publicize, distribute or license such works in any manner.

3. Before submitting their works, the participants have carefully read, fully understood and acknowledged the above terms and clauses. Or the competition organizers are entitled to cancel their qualification of participation, finalist or award winner and withdraw the prize and the award certificate.

11/Organizers

Organizer	Beijing Municipal Bureau of Culture and Tourism
	Central Academy of Fine Arts
Executive organizer	Beijing Overseas Culture Exchange Center
	Silk Road Collaborative Innovation Center of Art Research, Central Academy of Fine Arts
	Center for Yuanmingyuan Studies, Central Academy of Fine Arts
Joint organizer	Yuanmingyuan Administrative Office
	School of Urban Design, Central Academy of Fine Arts
	Beijing Zhongguancun Industrial Design Association
	Beijing University of Technology

12/Competition Contact:

Organizing committee of 2022 Global Zodiac Design Competition (RenyinYear of the Tiger)

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