

Call for Competition/Project Introduction Page

1/Competition Description:

As the Chinese Zodiac is one of important components in traditional Chinese culture, representing good luck, harmony and happiness, such culture of Chinese Zodiac is borne by Chinese people in mind and closely connected to the emotions in the world. And 2021 in the Chinese lunar calendar is Xinchou Year of the Ox which is famous and praised for its docile, loyal, diligent and hardworking spirits. The image of the ox stands for hardworking and assiduous laborers in the pursuit of good life.

As brand cultural activity jointly hosted by Beijing Municipal Bureau of Culture and Tourism and the Central Academy of Fine Arts (CAFA), 2021 Global Zodiac Design Competition (Xinchou Year of the Ox) takes the Chinese zodiac “ox” as design theme for 2021 and collects excellent designs from the world. In this way the Competition has been held for consecutive six years so as to spread Chinese zodiac and spring festival culture in the world and better the domestic and overseas cultural exchange by use of designs, and such competition not only grants vitality and influence to the traditional zodiacs but also tells the Chinese story and makes China’s voice heard.

2/Design Direction:

1. Sections of ox-themed plane design, multi-media and interactive design

The participants shall shape their plane designs around the Chinese Zodiac ox and Chinese Spring Festival-related elements. Or based on the Chinese Zodiac ox, they shall create specific designs featuring positive meanings, interestingness and Chinese charm without any restriction to the representation form, that is, the participants can take the representation form of 2D, 3D, webpage design, UI design, APP design, advertisement/film/new-media video (with its duration of over 15 seconds and less than 3 minutes but with no restriction to its style) or interactive experiment design.

(1) Logo, themed poster, VI extension design etc. of “Happy Spring Festival” for the traditional Chinese year of ox.

(2) IP image design under the topic of the ox year.

(3) Serial plane design/plane package design etc. for the traditional year of the ox.

2. Section of themed product design,

participants can design their themed cultural and creative products in combination of images and implications of the Chinese Zodiac Ox. And their product designs can integrate such elements as Chinese Spring Festival, traditional craftsmanship and traditional culture of Chinese Zodiac. These designs shall retrospect and prospect the traditional culture of Chinese Zodiac highlighting inheritance and innovation. Without restrictions to form and appearance, such products shall emphasize cultural attribute, craftsmanship and creativity. Moreover, the series of cultural and creative product design is recommended first for the traditional year of the ox.

(1) Cultural and creative product, traditional craftsmanship design related to the Chinese Zodiac Ox.

(2) Combination of the Chinese Zodiac Ox elements with modern life, culture and entertainment etc.

(3) Chinese Zodiac Ox-themed designs of clothing, accessories and textiles.

(4) Chinese Zodiac Ox-themed designs of home life articles, office supplies, toys and electronic products.

3. Themed design unit of “Chinese Zodiac Ox + Yuanmingyuan Imperial Garden”

As Yuanmingyuan Imperial Garden is a royal palace garden of Qing Dynasty where 12 animals of the Chinese Zodiacs carry heavy historical culture, the participants in this design section are required to create their designs around the two major IPs of “the Chinese Zodiac Ox” and “Yuanmingyuan Imperial Garden”; and they shall excavate the cultural connotation in depth and exert their innovative thinking and imagination in order to highlight the fulfillment and artistic fashion of their product designs at the same time of embodying the traditional culture.

The designs are not limited to plane design, product design etc.

3/ Competition Duration:

Whole duration: May 5, 2020 – October 31, 2020

Design submission time: May 5, 2020 -September 30, 2020

Design submission deadline: 24:00, September 30, 2020

Online evaluation time: middle of October 2020

Online design evaluation and publication time of entry designs for medium evaluation: middle of October 2019 (the finalists will be informed of such entry)

Final offline evaluation time: late October 2020

Final publication time of award winner list: late November 2020

4/Registration Way:

Universities, enterprises, design studios and independent designers from all countries and regions can register online and offline for the Competition within the specified time. A participant shall log in the Competition section of the designated website <https://www.lkker.com> for participation or enter the designated Competition webpage for participation through the Competition publicity media.

5/Awards:

As for all designs in this competition, there are 50 global finalists receiving electronic award certificates and other award winners selected from the finalists; there is one grand prize of CNY 30,000 (pre-tax) with the Competition award certificate (or no certificate granted);

1. Awards for the plane 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;

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;

3. Awards for the themed design section of “Chinese Zodiac Ox + Yuanmingyuan Imperial Garden”: (the following prizes are all pre-tax amounts)

Two winners of the excellent design prize, awarded CNY 3,000 (pre-tax) and the excellent themed

design certificate;

(Notes: The entries in the themed design section can be simultaneously involved in the sections for other awards.)

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 entries 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 in addition to software used. The works shall be submitted in the form of electronic copy with its width >500px and its height >600px, so please upload the works in jpg, jpeg or png under the mode of RGB, with the file size ≤15MB, wherein the designer can briefly describe his/her design ideas.
2. The product design works shall include product name, effect picture, design description, texture and process description etc. among which the effect picture shall show the overall and local effects of the works.
3. As for multi-media, interactive design works, a video shall have its duration over 15 seconds and less than 3 minutes. Moreover, the video shaped in flv, mpg, avi, wmv, mov, asf, rm, rmvb, mkv, m4v or mp4 must have the screen resolution of 480*274P or above and the max. size of 500MB. The video content can be: documentary, drama, animation, MV etc., so the participants can generate their own designs under the theme herein.

4. The layout of the design works shall be free of the designer's unit, name (including abbreviation in English or Chinese) or any logo, graphics or other information related to the designer's identity.
5. The designer can reserve 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/List of Judges

Liu Guanzhong, responsible professor and doctoral tutor of THU Academy of Fine Arts; chairman of Zhongguancun Industrial Design Association; president of Beijing-Tianjin-Hebei Design Industry Alliance; honorary vice president of China Industrial Design Association; Chinese industrial design founder.

Lin Cunzhen, deputy president, doctor and professor of CAFA Design School.

Xie Yong, associate professor and master tutor of BIT School of Design Art; 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, exhibition design major director of BJUT School of Art & Design; member of China National Arts and Crafts Society; and HOFO cofounder.

Wang Xiaodan, founder and president of LKK Academy of Creative Design; general manager in LKK corporate training, Mak-er and professional designer cultivation, extramural supervisor for masters of industrial design engineering in the School of Design and Art of Beijing Institute of Technology; extramural supervisor for the School of Architecture and Art Design of Beijing Jiaotong University.

9/Requirements on Uploading Works:

1. Sign up on line, upload the electronic file, log in the official website and click "participate in the Competition" to upload your works.

2. For multiple works from the same user, please upload each entry to create an independent link per entry.

3. The works registration form (electronic version or hard copy) can be delivered by mail or filled in through online registration.

Materials sent by mail: 1. works registration form (please fill in the information truthfully and completely and 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/Copyright notice

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 entries must be the participants’ original works 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 entry-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 entry-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.After the designer wins an award for the original works in the themed design section of “the Chinese Zodiac Ox + Yuanmingyuan Imperial Garden”, the works-related ownership, reversion and use rights all belong to the competition organizers and the proposition owner (Yuanmingyuan Imperial Garden), and the organizers and the owner jointly boast the rights of design copyright, cultural and creative product development, sales, exhibition and display etc. related to the award-winning works; moreover, the company shall additionally conclude a cooperation agreement on the commercially developed award-winning works after the negotiation and consensus reached between both parties, and if the two parties fail to reach a satisfactory agreement in such case, then the competition organizers are entitled to cancel the award winner qualification and the final interpretation right belongs to the competition organizers.)

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/Organization

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 under the Central Academy of Fine Arts
Joint organizer	Design School under the Central Academy of Fine Arts
	Beijing Zhongguancun Industrial Design Association
	Beijing University of Technology

12/Competition Contact:

Organizing committee of 2021 Global Zodiac Design Competition (Xinchou Year of the Ox)

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