

Tongji “Dongdao” 2015 International Student Design Competition

Theme: Food Safety & Sustainability

Food safety plays an important role in the sustainable development of both nature and human society. Food safety and food security is a key focus for the World Expo 2015 in Milan. With the theme of “Field of Hope, the Source of Life”, the China Pavilion will hold a grand exhibition of China’s cutting-edge technologies and concepts in food safety and efficient utilization of natural resources, contributing to the theme of the coming World Expo: “Feeding the Planet, Energy for Life”. We invite college students around the world to propose innovative design concepts with a global and future vision, and we plan to exhibit the very best work in the World Expo 2015. The creative design of the competition theme “Food Safety and Sustainability” must be expressed in the participating pieces.

Free theme:

Work with other themes instead of " Food Safety & Sustainability" are also welcome, and will be assessed for awards, but will not be exhibited in the World Expo 2015.

Eligibility

Students who currently enroll as full-time students at Colleges or above. A copy of the Student ID is needed for submission.

No entry fee is required.

Category

A: Visual Design

B: Digital Animation or Short Videos

C: Creative Scripts

D: Movies

The participating pieces must be created between 1st January 2014 and 15th May 2015, which have NOT been submitted to any other competitions or contests.

Submission deadline

24:00 GMT, 15th May 2015

Submission requirements

A. Visual Design

Posters or illustrations of RGB mode in JPEG format (max of 5 Mb), 800×600mm in size and 120 dpi in resolution. Note that a series of posters should include no more than 3 pieces.

B. Digital Animation or Short Videos

Short video clips in AVI, MPEG, MOV, or GIFF format, 720×576 dpi in resolution, duration: either 15 or 30 seconds. While any possible filming tools and cartographic software are accepted in the production of short movies, it is recommended that smart phones be used in the filming process.

C. Creative Scripts

A4 paper size, no more than 500 characters or 100 words, font size of Boldface 24 for the title and Times New Roman 11 for the body text, 1.5 row spacing.

D. Movies

Short movies in AVI, MPG, MOV or GIFF format, 720×576 dpi in resolution, duration: between 5 to 10 minutes.

Pieces of the following format can also be accepted: static pictures in JPEG format, motion pictures in GIF or FLV format, video demos in MP4 or AVI format and published work in HTML or SWF format.

Submission process

All work should be submitted electronically via the Internet; the process is as follows:

1. Each piece of work should be submitted in a specific folder. The folder should be named as: The category-participant's name-college name (e.g. A-RobertSmith-RCA). The folder should include: a. the work; b. the scanning copy or the photo of the registration form; c. the scanning copy of the participant's student ID card.

Participants are allowed to submit more than one piece of work, and each piece of work should be submitted in different folders, named as 1,2,3 (A-RobertSmith-RCA-1; A-

RobertSmith-RCA-2; B-RobertSmith-RCA-3).

2. The registration form is attached, and can be downloaded from DesignOnline: www.dolcn.com or the official website of the College of Arts and Media, Tongji University: am.tongji.edu.cn. Participants' submitted information should be correct and authentic, and participants need to sign the commitment letter. The entrant should ensure that no copyright or other intellectual right dispute will occur for the use of the work by the exhibition and the publication of this competition.
3. The folder(s) should be sent to the official email address: ddaward@126.com. It is acceptable that the documents being separated into several e-mails when they are too large to be included in one email, but it should be marked clearly.

Prizes and Benefits

It is planned that the awarded work will be exhibited in the China Pavilion for 2015 Milan Expo, and will be selected for the Collection of Awarded Work of Tongji "Dongdao" 2015 International Student Design Competition.

1. Gold Award: Three winners (5000RMB, Certificate & Trophy)
2. Silver Award: Six winners (2000RMB, Certificate & Trophy)
3. Bronze Award: Nine winners (1000RMB, Certificate & Trophy)
4. Honorable Mention Award: Fifty winners (Certificates)

Other Benefits: The award-winners may get intern opportunities at the Dongdao Creative Group, the largest branding company in China.

The winners will be announced by the 1st July 2015.

Contact Information

Address:

The Organizing Committee of the Tongji "Dongdao" 2015 International Student Design Competition,

Room 206, College of Arts and Media, Tongji University (Jiading Campus),
4800 Cao'an Road, Jiading District, Shanghai, China.

Zip code: 201804

Tel: (+86) 021-39526023

(+86) 15877551728, Miss Zhao

(+86) 18019122342, Miss Huang

Email: ddaward@126.com



About the Competition

The sponsors and the organisers:

Advertisement Specialty Committee, China Higher Education Academy

National Advertising Institute, China

College of Arts and Media, Tongji University

Dongdao Creative Group

Advertising Museum of China

Jury Members

Wang Min

Dean of the Design College, China Central Academy of Fine Arts, Distinguished Professor of The Yangtze River Scholar, Chair Professor at The Hong Kong Polytechnic University School of Design, Member of AGI, the China Region Chairman of AGI, Former Vice Chairman of ICOGRADA, Former Image and Landscape Art Director of Beijing Olympics. He was enrolled into China Central Academy of Fine Arts; then went for further studies in Universitaet der Künste Berlin and Yale University School of Art. He once taught at Yale University School of Art and was the senior Art Guide & Design Director of Adobe, the

biggest design software company in the world. His works have been selected for many international exhibitions and been collected by many museums. He has been invited to be the judge of design competitions, held academic lectures around the world and hosted lots of design-related academic activities.

Justus Theinert

Professor at Hochschule Darmstadt University of Applied Sciences. From 2007 to 2010, he served as Dean of the design department at the University of Applied Sciences, Darmstadt. As Vice professor at ABK Stuttgart (Staatliche Akademie der Bildenden Künste Stuttgart), he launched the first and only European joint Master project (European Master of Design), working on European Master projects of Design with l'École Nationale Supérieure de Création Industrielle, Scuola Politecnica di Design, University of Art and Design, Helsinki, Köln International School of Design, Kungliga Konsthögskolan, Stockholm, The Glasgow School of Art and ABK Stuttgart. Guest of Professor Liu Guanzhong, Prof. Justus Theinert attended the lectures and seminars in Peking University and Tsinghua University.

Stephanie Mobārakeh

Stephanie Mobārakeh, now living in America, used to teach industrial design and design management in Pratt Institute, Parsons The New School for Design and Faculty of Design and Art, Free University of Bozen-Bolzano, and was a judge of IDSA Awards as well as Australian International Design Awards.

He Jie

Professor in the Academy of Art & Design in Tsinghua University, Deputy Director of Steering Committee for Arts Basic Computer Teaching, Director of Sub-Committee of Arts, Member of Steering Committee of Arts Education, Ministry of Education, Deputy Director of Sub-commission of Arts and Design, Vice President of China Advertising Association, Deputy Director of Academic Committee, Council of China Artists Association, Director of Graphic Design and Art Committee, Deputy Director of Sub-Committee of Design Education of Chinese Association of Higher Education. Completed projects such as “Project of Serial Standards for National Graphic Symbols for Use on Public Information Signs” and “Core Graphics and Sports Logo Design for 2008 Beijing Olympic Games”. Won numerous awards

such as Excellent Award for Visual Image System Design of Chinese Elite Brand, “World Star” Package Design Award by World Packaging Organization, and published papers in professional core journals and books including *Advertising and Visual Communication*, *Graphic Design of Advertisement*, *Figure Design* and *Chinese Character Fonts Design*.

Xie Jianjun

Chairman and Founder of Dongdao, Judge of Germany National Design Award, Permanent Member of the China Industrial Design Association Member, Vice executive secretary of the Committee of CAS, Member of The Youth Federation for the Central Government, Executive Chairman of the International Logo Biennial Awards, Chief Designer of the 2014 APEC Summit and Youth APEC Summit. In recent one year, he won 6 awards of Red Dot Design Award, 9 awards of German IF Design Award, 12 awards of German Design Award (one silver awards), 9 awards of American International Design Award (four silver awards), 11 awards of American Good Design Award 2014, 14 awards of Italian A' International Design Award (four silver awards, 5 bronze awards). In 2014, Dongdao was titled “the Example Base of National Culture Industry” by National Ministry of Culture; in 2013, Dongdao held the first position at the list of “the Most Appreciated Knowledge Enterprises”, being the only local enterprise on the list.

Lin Jiayang

Professor of College of Design and Innovation, Vice Director of the Teaching Steering Committee of College Design Courses of Education Ministry, Director of the Teaching Steering Committee of Vocational College Design Courses of Education Ministry, Leading Master of Shanghai Original Design Master Studio, Creative Mentor of National College Creative Headquarter. He has established Master Award, Master Courses, National College Student Mobile Creative Camp and China Education Design. He won China Creative Industry Award and the title of Chines Creative Master, presented by China Creative Studio Institute and the International Management Institute.

Xiao Yong

Renowned Chinese designer, professor of China Central Academy of Arts, the Seventh Studio instructor, chief designer of the Beijing 2008 Olympic Games medals, vice president of the

ICOGRADA, Deputy Director of Cumulus, member of the Global Agenda Council, member of the French Designer Alliance, the international judge of 2003 Ukraine environmental protection International Poster Exhibition, Director of 2008 Beijing Olympic theme poster exhibition, contributing editor of "art and design" magazine, and the visual director of "modern advertising", guest of 2003 AIGA the USA professional design association. His works have been displayed in internationally significant exhibitions (including Warsaw International Poster Biennial, Mexico International Poster Biennale, Moscow International Poster Biennale, Brno Biennale International plane, etc.) and included in design yearbooks more than a hundred times.

Li Zhongyang

Professor at College of Fine Arts, Capital Normal University, China, Member of ICOGRADA. He was honored with the silver medal of DDF Contribution Award. He is a member and Secretary-General of the visual design of the academic committee of Chinese Art Research Institute and also a director of Beijing Industrial Design Association. He also serves as a professional director of Created in China Industrial Institution. As the adjunct or visiting professor in over 10 universities, he has been rewarded more than 80 Design Awards home and abroad, and has exhibited in France, Germany, Japan and Korea.

Jin Dinghai

Associate Dean of School of Liberal Art and Communication of Shanghai Normal University, Head of the Advertising Department, also a full professor and graduate student tutor in the same school, who was awarded by China Advertising Association "The Most Outstanding Contributor to Chinese Advertising within the Past 30 years" and was among "The Top Ten Advertising Scholars of China".

Ni Yu

Deputy Secretary General of Shanghai Advertising Association, the Secretary General of Public Service Advertising committee, registered Consulting Experts of Shanghai, Senior Economist, TOP Legal Expert of Chinese Advertising Association. Adjunct professor of Shanghai University, executive director of "Jindian Wisdom" brand marketing and management consultant. Served as member and office director of Shanghai advertising

industry accreditation committee, deputy director of "China advertising" magazine agency commission, deputy director of Shanghai Online Website Advertising Council, Director and General Manager of Advertising Bay Enterprise Management Consulting Co. Author of the Monographs: *Economic Life Advisors*, *Practical Knowledge of Advertising Regulations*, and *Advertising Management and Regulations*.

Note: The plan may subject to change. The organising committee reserves the rights for explanation.