
Right to Education

Competition regulations

Introduction

Right to Education is a design competition organised by 4tomorrow. The competition is part of the *poster for tomorrow* project. It aims to promote (graphic) design as a tool for social change.

poster for tomorrow requires participants to produce original designs that will be included in an indexed, searchable database for charities to use for free.

poster for tomorrow rewards the 100 best designs received by including them in an exhibition that will be held in a series of cities around the world on 10th December 2011, as part of an event called “*a day for tomorrow*”, that celebrates the anniversary of the Declaration of Human Rights. Ten designs will be made part of prestigious graphic design collections in numerous design museums worldwide.

Regulations

1. Jury

The competition is judged in two phases by a preselection committee and an international jury. 4tomorrow commits to change at least 50% of the jury members each year the competition is held.

1.A) Preselection committee

The preselection committee is composed of an international group of no more than 100 members of the design, media and advertising industries as well as charities and educational institutions.

To see a full listing of the preselection committee members, please check our website.

1.B) Jury panel

The jury is composed by a international panel of 8 recognised professional designers:

Michal Batory, France
Joanna Gorska, Poland
Yuri Gulitov, Russia
Giancarlo Iliprandi, Italy
Ruth Klotzel, Brasil

Alain Le Querrec, France
Erik Spiekermann, Germany
Niklaus Troxler, Switzerland
Sophie Thomas, United Kingdom

The jury chairperson is Alain Le Querrec.

1.C) Duties of the jurors

The preselection committee members commit to review all the designs submitted by the participants in an online environment.

The jury members will attend the official meeting of the panel in Paris.

The jury chairperson will prepare a written report of the voting results.

No jury member nor any member of their immediate family, firm, or design teams (designers who collaborate on a regular basis) may compete in the competition.

1.D) Jury process

The preselection committee members will examine in an online environment all the design submitted by the entrants, determine whether they meet the rules and exclude those that do not.

This selection will shortlist at least 300, maximum 400 designs, but never more than 10% of the entries received.

The jury members will examine the shortlisted designs in an official face-to-face meeting. They will determine the 100 designs that will make up the *Right to Education* exhibition and book. They will also point the 10 most meritorious designs, to be collected in numerous design museums worldwide.

1.E) Independent moderator

4tomorrow and its staff will act as an independent moderator amongst the jury and the entrants. *4tomorrow* will be responsible for:

- receiving all submissions;
- receiving written questions within the time limit stated in the rules;
- passing the written questions received, without disclosing any names, to the jury or to a juror appointed by the jury chairperson for answering questions;
- sending all the questions and the jury's corresponding answers to all entrants, by a date mentioned in the rules;
- opening the submissions after the deadline of the competition;
- keeping a register of all submissions;
- passing the submissions to the jury.

4tomorrow and its staff may not act as a secretary to the jury, nor take part in the jury's work in any way.

Submissions will be handled by the organiser directly through an automated online system that prevents the disclosure of participants' identity at all times. *4tomorrow* is responsible for deciding how to act regarding technical failures on the submission system that might cause delays in the submission or loss of the entries and will decide whether to include the entries involved in the system failure or not at its own discretion.

To get in contact with *4tomorrow*, please see contact information available at www.posterfortomorrow.org

2. Time frame

The call for entries opens on March the 10th, 2011.

From that date it will be possible to submit entries through poster for tomorrow's website.

The closing time for submissions is on July the 10th, 2010 (noon pacific daylight time).

3. The brief

The Right To Education

*“Education is the most powerful weapon which you can use to change the world.”
Nelson Mandela.*

Let's start with the facts.

Every child in the world is guaranteed a primary education (at least) under the Universal Declaration of Human Rights.

The second Millennium Development Goal, a declaration adopted by all UN member states, is to “ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling.”

Yet 121 million children (at a conservative estimate) do not attend primary school. That's a figure that equates to almost 2% of the world's population, or more people than live in Mexico. Either way you look at it, it's a huge amount. A child can be denied an education because they have to work to support their family. A child can be denied an education because they're disabled. Or they believe in the 'wrong' religion. Or they're the 'wrong' sex. Or are from the 'wrong' country. Whatever. Every child has the same right to an education. A full and proper education. Yes, this is a pressing problem in developing countries. But it's an issue that affects us all. Illiteracy and innumeracy are problems that are on the rise (or never went away) in the West. In France illiteracy has become a “cause nationale” (with 3.1 million people unable to read, write or count), the rate of illiteracy in the U.K. is “unacceptably” high, while according to the National Adult Literacy Survey, 42 million adult Americans can't read and current estimates have the number of functionally illiterate adults in the U.S. increasing by approximately 2,500,000 persons each year.

And it's a problem that without intervention will just keep on getting worse.

This isn't simply a question of getting kids in school, it's about giving everybody on this planet, regardless of gender, religion or handicap, a chance of a better life, a better tomorrow for themselves and their children. An education gives people the chance to break the cycle of poverty; it can stop discrimination; it gives hope.

Take away a child's education, and you take away that chance.

Education is the building block on which society grows and flourishes. It's not a question of deserving an education, it's a right. It's your right, our right, everyone's right.

And until we have universal education, our world will simply be wrong.

Proposition

We want to make everyone aware of this right and that every child has this right to an education; of what must change; of the fact that the West is withholding the aid it has promised to developing countries to set up more school; ultimately of what an education offers. A better tomorrow, for the whole world and everyone in it.

4. Entries

4.A Entry specifications

An entry to the competition consists of a portrait format (vertical) poster addressing the proposed creative brief. Posters may be designed by a single author or by a team.

Designs submitted to the contest must be original artworks that are previously unpublished. The designs must consist entirely of the authors' own work and must not include any copyrighted material. Participants may submit up to 10 different posters.

Designs do not have to contain any specific text or logos, from *4tomorrow*, *poster for tomorrow* or any of our partner charities or institutions.

Designs shall be anonymous during the judging process, therefore they shouldn't be signed by the author or bear any other distinguishing marks.

4.B Technical requirements

To enter, participants are asked to register to poster for tomorrow's website and submit their entries through the website form.

Entries must be submitted as JPG files of 2953x4134 pixels at a resolution of 150DPI, saved in RGB colour space.

4.C Entry validity

Any valid entry from an eligible participant received within the competition time frame will be submitted to the jury for judging. A valid entry is one that matches all the requirements as specified in articles 4.A and 4.B

Entries that are not relevant to the brief, or do not match the requirements as specified in articles 4.A and 4.B, might be excluded from the competition at the discretion of the jury.

4.D Exceptions to entry validity

Designs received after July the 10th, 2011 (noon pacific daylight time) will be ineligible for the competition.

If the submission has been delayed by a technical failure on poster for tomorrow's website, the independent moderator will decide whether to accept or not the entry at its own discretion.

5. Awards

poster for tomorrow will not award any monetary prizes.

poster for tomorrow will reward the best 100 designs (as selected by the jury) by including them in the *Right to Education* exhibition, as part of an event called "*a day for tomorrow*", that will be held in a series of cities around the world on 10th December 2011 to celebrate the anniversary of the Declaration of Human Rights.

A book about the exhibition will be published. The selected participants are entitled to a copy of the book free of charge, but are asked to cover the postage costs at their own expense.

A number of special recognitions will be awarded by our sponsors and supporters. No juror, nor any member of their immediate family or firm, may be awarded any of these recognitions.

Ten designs, as chosen by the jury, will become part of the permanent collection of these prestigious design museums:

Center for the Study of Political Graphics, US	Les Arts Decoratifs, France
Dansk Plakatmuseum, Denmark	Museum für Gestaltung, Switzerland
Design Museum Gent, Belgium	Wilanow Poster Museum, Poland
Graphic Design Museum, The Netherlands	Victoria and Albert Museum, England
Lahti Poster Museum, Finland	

Three students, as chosen by the jury, will be awarded workshops on graphic design at école intuit-lab in Paris.

Ten designers, as chosen by the jury, will be awarded subscriptions to the graphic design magazine *étapes*.

6. Copyright

By submitting an entry, participants automatically agree to publish their designs through a Creative Commons Attribution-Share Alike 3.0 license.

The legal details of this license are available at [Creative Commons website](https://creativecommons.org/licenses/by-sa/3.0/).

Designers retain full ownership of their entry. Participants grant *4tomorrow* an irrevocable, perpetual, non-exclusive, transferable, royalty-free, worldwide license to use, copy, exhibit, publicly display and distribute their submitted entry in any form and for any activity connected to the *poster for tomorrow* project and its related activities. These might include, but are not limited to, culture and arts promotion activities, social activism campaigning, educational material, fundraising campaigns.

Uses of the entered designs outside the *poster for tomorrow* project and its related activities must be approved by its author in written form, and can be subject to a fee or a royalty, as agreed with the designer.

Designers are guaranteed the right to be credited every time their entry is published or displayed.

poster for tomorrow

NOTE

- These regulations may change. Please be sure to download the latest version from our website.

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