Graphic Design Contest

Health and Wellness at Tufts University is looking for a new graphic and needs your help. We are sponsoring a design contest and inviting current Tufts students to show off their creative talents! The selected design will be used in communications and on merchandise to represent Health and Wellness and the person or team that creates it will be recognized.

Keep it simple. Get creative and have fun with it!

Eligibility

- Any currently registered Tufts University student (individuals or teams of up to two students) from the Medford/Somerville and SMFA campuses.

Requirements

- **Professional**: The graphic may be used in all media including online, print on merchandise and other visual collateral
- **Theme**: Best illustration of the concept of Health and Wellness including Health Service, Health Promotion and Counseling and Mental Health Services. Best illustrates the purpose, mission and philosophy of the Health and Wellness and follows the Tufts brand guidelines. Design should be universal in theme, and not nation-specific.
- **Color**: Only colors from the Tufts brand guidelines may be used. Design must also look good in black and white.
- **Integrity**: Designs cannot contain copyrighted material and must have been created and edited by the contestant(s). Designs may not include images or licensed images that have been previously published. Use of the Tufts University wordmark in the design is also prohibited. The design must be easily reproducible and scalable for large and small formatting.

Rules

- Meet design requirements, instructions for submission and eligibility.
- Tufts reserves the right to disqualify the entry at any stage of the competition and will not be held liable for submissions received.
- No hateful or offensive language and/or images and no obscene or inappropriate messages or pictures
- Submit a max of 2 unique designs per student/team. A separate entry form must accompany each submission.

Instructions for submission

The contest begins on December 21, 2017.

- Complete and submit the official entry form
- All submissions must be emailed to Jennifer.berrios@tufts.edu
- All submissions must be received by 8:00 a.m. on January 29, 2018.
- Submit your entry in the original source file and as a high resolution .pdf with 300 dpi or higher
- Include with the submission a narrative (250 words or less) that describes the ways in which the graphic illustrates the concept, purpose, mission and philosophy.
• Participants are advised to retain a duplicate copy of their submission in case of any unforeseen conditions which may lead to loss or damage of the entries.
• Tufts accepts no responsibility for any data submission delay, lost, error, non-recognizing, etc. situations due to computer, network and other technical issues.
• All participants are on a voluntary basis.
• Tufts will be exempted for all legal liability, compensation and responsibility that may be caused by the competition and/or prize.

Selection Criteria

• Winners will be selected by a Selection Committee.
• Entries will be evaluated based on the following criteria (though other criteria may be considered):
  o **Relevance**: does the entry align with the theme and goals of Tufts University Health and Wellness
  o **Originality**: Does the composition exhibit original design, creativity and imagination?
  o **Aesthetic Quality**: Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?
• Health and Wellness will review the submissions and select the top three candidates.
• The decisions of the Selection Committee will be final and not subject to review or appeal.
• Tufts University reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.
• Winners will be announced via our website, social media websites, mass mailings and by direct contact to the winners’ email accounts.
• Winners will have 15 business days after being notified to pick up their prize.
• The prize will be at the Tufts Health Service. A valid Tufts ID will be required to pick up the prize.

Intellectual Property

• All submitted work must be original, not based on any pre-existing design, and free from infringement of any existing intellectual property rights.
• By submitting an entry, each contestant assigns all ownership rights, including all intellectual property rights to the design, to Tufts University and may be displayed publicly.
• By the act of entering the submission, each eligible participant is assigning a perpetual, royalty free, unlimited, unconditional use and reproduction rights of his/her submission (s) to Tufts University.
• The participants shall bear full legal and related responsibilities arising from any possible breach of intellectual property rights in respect of their entries, and shall indemnify Tufts University and other concerned parties against any claims and liabilities arising from any such breach.
• If a participant is found to have disposed of to a third party, such as by assignment, transfer or provision as security, or is making application or registration procedures, etc. for all or any part of the intellectual property rights or any other rights concerning the submitted entry after the submission the submission will be made invalid.
• The winning designs are subject to investigations regarding originality and eligibility for trademark registration. If they do not comply with the requirements, Tufts University has the discretion to forfeit the prizes involved without any liability to the selected participants or any other persons and other entries may be selected as the winning designs.
• When the winning design is adopted, Tufts reserves the right to modify and/or develop different versions with relation to its colors, size, form, resolution and all other features, with or without the consent of the creator of the winning entry.
• By joining the contest, the participants agree to accept that Tufts has the right to display or publish selected designs from the Competition for the following purposes: (i) printed publication; (ii) online publication; and (iii) promotion of Tufts University in any other media.

Use of Personal Information

• Any information supplied by the participants for the purpose of the Contest will be treated as confidential and will not be released by Tufts University and any third parties without the participant’s permission.
• Personal information of participants will only be used for communications regarding the submission and selection and otherwise to the extent necessary for administrative matters for the selection.
• If you have any questions about the use of your personal information in relation to this Contest, please email Jennifer.berrios@tufts.edu.

Award

The winner of the logo will receive:
• 1st Place: $100, 2nd Place: $50, 3rd Place: $25
• Recognition (aka bragging rights!)
• A place in Tufts Health and Wellness History!
If the winning design is produced by a team of students, Tufts will award one prize divided equally among the team.

Happy designing!

Current Graphic: