



D&AD Student Awards 2012

Create a set of posters for the iconic Ministry of Sound nightclub.

Typography Brief

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Output.

Sponsored by: **Studio Output/**
Ministry of Sound



Deadline for this Brief:

Entries for this brief must be submitted by Friday 9 March 2012.

Supporting objects must be received at D&AD offices by Friday 16 March 2012.

Benefits:

Nominated and Yellow Pencil winners will be eligible to interview for the D&AD Graduate Academy, with the chance to undertake a paid industry placement. Winning work will also be framed and exhibited at the Ministry of Sound.

#bp_mos

Brief

We require you to produce a set of three typographically-focused A2 outdoor posters (landscape or portrait) that act as a three month advertising campaign for Ministry of Sound's iconic London event 'Saturday Sessions'. The posters should communicate a clear conceptual theme or idea based around the club or the music, however, this can be as literal or as abstract as you like. Some guidance is given on content, logos and colour, but type choice and size is entirely down to you. Remember that these posters need to communicate the dates, the DJs and brand very clearly and concisely so typography should strike a balance between expression, experimentation and legibility. These posters are normally seen in outdoor sites and often viewed from a moving vehicle so impact is key.

Brand personality

Whatever Ministry of Sound does, it has authority, it is epic and it is global. Whenever it does, it delivers a pioneering, iconic experience.

Target audience

Ministry of Sound attracts clubbers and dance music lovers from all walks of life, with an average age of around 18-30. A night at Saturday Sessions will be the highlight of their month and will be something that they will plan well in advance.

Background

Ministry of Sound in London is the most iconic nightclub venue in the world, run by passionate people with electronic music in their soul. 21 this year, it has the best sound system, the biggest DJs and the friendliest, most down-to-earth vibe. It's your perfect night out where you can lose yourself in an atmosphere unlike anywhere else.

Deliverables

Upload an image of each execution. Please see the Formatting Guidelines PDF for more information.

Further Information:

Ministry of Sound logo and copy text are provided.

www.ministryofsound.com

www.ministryofsound.com/club

www.dandad.org/studentawards

@baby_pencils



D&AD Student Awards 2012 Rules

The contest is organised by D&AD, registered offices 9 Graphite Square, Vauxhall Walk, London, SE11 5EE. By entering the contest entrants agree to comply with these rules.

Only full or part time students enrolled on recognised undergraduate, postgraduate and Higher Education courses anywhere in the world are eligible to enter (HND, BTEC, BA, BSc, MA, MSc, MD or equivalent are all recognised).

There is one exception. New Creatives can enter the 'Make Your Mark' brief. D&AD consider New Creatives to be under 26 years of age on 9 March 2012 or to have graduated in the two years before 9 March 2012, including mature students.

1 Entering the Contest

1.1 Entry is open to individuals working alone or groups of up to five persons working as a team.

1.1.1 There can be no mixing of teams between students and those not in full-time education.

1.2 Entrants should register at the D&AD Site (<http://www.dandad.org/studentawards>) download a brief, generate a response to that brief ("the Response") and submit their work in accordance with the deliverables as laid out in their chosen brief.

1.3 Entrants can download and respond to as many briefs as they wish; they may also submit more than one Response per brief. Each Response is considered a separate entry and will need to be accompanied by the relevant fee.

1.4 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the Response and should keep dated records of all working materials.

1.5 Moving image Responses that are accompanied by sound recordings whose copyright is not owned by the entrants will not be promoted in the event of a prize being awarded. Entrants will be asked to re-submit a version that can be publicly distributed.

1.6 New Creatives can only enter the 'Make Your Mark' brief.

1.7 The fee for entry is £17 inc VAT per Response for non-members of D&AD or a discounted rate of £12 for members of D&AD or students enrolled on a course which is registered as an Education Network Member of D&AD. In order to qualify for the discount no membership fees should be outstanding at the time of entry.

1.8 All Entries must be submitted via our online entry system. Physical entries may be submitted as

supporting material only.

1.9 In order to assist D&AD in promoting the winning work after judging all entrants are asked to provide credits for each entry. These must include:

(a) Full names of entrant/s

(b) Full names of tutor/s (as applicable)

(c) The name of their college or university (as applicable)

1.10 Entrants who wish their physical Response (supporting material) to be returned to them after the contest must clearly indicate this, in the form of a 'return request', at the time of entry and, if applicable, pay the necessary return postage or delivery charges.

1.11 The closing deadline for entries to be received by D&AD is Friday 9 March 2012 at 5.00pm. D&AD accepts no responsibility for lost or undelivered entries. Proof of postage does not guarantee that an entry has been received by D&AD.

1.12 D&AD is under no obligation to refund payments made for either individual Entries or groups of Entries. Under the circumstance of technical error it is at the discretion of D&AD to refund payments.

2 Sponsors Logos & Names

2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting Responses. All rules relating to the sponsors' branding apply equally to the sponsors' clients' branding.

2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsor brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant and D&AD to legal claims.

2.3 By submitting a Response entrants agree to use the sponsor branding only in accordance with these terms and conditions.

2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.

2.5 Entrants may:

2.5.1 only use sponsor branding on Responses submitted to the D&AD Student Awards 2012;

2.5.2 include a submitted Response in their personal portfolio in exactly the same format as that submitted to the D&AD Student Awards 2012.

2.6 Entrants must not:

2.6.1 use sponsor branding on any other material or for any other purpose;

2.6.2 upload their submitted Response to any online location before the nominations have been announced whether as part of an open or access-restricted site;

2.6.3 denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and/or its brands into disrepute;

2.6.4 do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;

2.6.5 provide or make available sponsor branding to any third party for any purpose.

2.7 For the avoidance of doubt the sponsors for the D&AD Student Awards 2012 are as listed on the sponsors' page of www.dandad.org.

2.8 For the avoidance of doubt the sponsor clients for the D&AD Student Awards 2012 are as detailed on the individual briefs.

2.9 Entrants who submit a Response that contains any trademark or logo or other branding other than those specifically submitted by the sponsors may be asked to re-submit their work without such branding.

3 Ownership of your Work

3.1 Entrants retain ownership of their Responses submitted into the contest but where such work incorporates sponsor branding entrants may only use the work in accordance with the sponsor guidelines. Entrants may remove sponsor branding from their Responses and after that may use such Responses at their own discretion.

3.2 By submitting a Response entrants grant D&AD and the relevant sponsor a non-exclusive licence for the duration of copyright protection to reproduce or distribute a reproduction of their entry in all media in order to promote, or act as a historical record of, the D&AD Student Awards or D&AD as an organization or a sponsor's involvement with the D&AD Student Awards or as part of any D&AD publication (whether online or offline).

3.3 Entrants agree that, should a sponsor wish to develop or use a Response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the Response. We refer to this as the First Negotiation Agreement. The First Negotiation Agreement will remain in operation from the date of submission of a Response until one week after the awards ceremony. Initial contact between entrants and sponsors will be facilitated by D&AD only. Entering into a First Negotiation Agreement does not constitute a guarantee that either party will reach a final agreement.

3.4 D&AD advises all entrants to obtain independent legal advice in respect of any agreements being discussed between sponsor and entrant.



D&AD Student Awards 2012 Rules

4 Judging the Contest

4.1 D&AD will appoint a jury that shall be composed of judges who in D&AD's sole discretion have the appropriate qualifications to judge the work. Responses will be considered in accordance with D&AD's selection criteria. These are:

- (a) An excellent creative idea; and
- (b) Excellent craft or execution; and
- (c) On Brief

4.2 The jury will be asked to create a shortlist of Responses to act as a record of the best of the year. This shortlist will be termed Best Of Year and will appear on www.dandad.org. From this shortlist, prizes will be awarded to a select number of the Responses whom the jury considers, in its sole discretion, to be the best Responses.

4.3 The jury is not limited in the number of prizes it can award and similarly there is no guarantee that a jury will award a prize in a category if they do not feel that work is of the standard required.

4.4 The jury has the right to edit pieces submitted as part of a Response and to ask for only certain parts of the Response to be displayed or promoted.

4.5 General feedback will be gathered from the jury. This will be available to view on the D&AD website when the winners are announced. Individual feedback will not be available.

4.6 If D&AD is made aware of any concerns that a Response does not constitute the original work of the entrant then in the first instance D&AD will contact the entrant and will ask for copies of any notes or drawings which evidence the entrant's assertion to be the creator of the work. D&AD will also contact credited tutors for further information. Where possible D&AD will consider the evidence gathered and decide whether to allow the Response to remain within the contest or to remove it. D&AD's decision is in its sole discretion and is final.

5 Prizes

5.1 The prizes to be awarded are as follows:

Student Yellow Pencil: Student Yellow Pencil award, a Certificate, a year's free membership of D&AD, work featured on the D&AD website and promoted to industry, work exhibited at key D&AD events, invite to participate in the Graduate Academy and key D&AD events. The right to use the D&AD Student Award kitemark as found on the winners' area at www.dandad.org/studentawards.

Nomination: a Certificate, a year's free membership of D&AD, work featured on the D&AD website and promoted to industry, work exhibited at key D&AD events, invite to participate in the D&AD Workshops and key D&AD events. The right to use the D&AD Student Award Nomination kitemark as

found on the winners' area at www.dandad.org/studentawards.

Best of Year: a Certificate, a year's free membership of D&AD, work featured on the D&AD website and promoted to industry, work exhibited at key D&AD events, invite to participate in the D&AD Workshops and key D&AD events. The right to use the D&AD Student Award Best Of Year kitemark as found on the winners' area at www.dandad.org/studentawards.

5.2 Winners are all entrants awarded with a Nomination and above. All winners of a Student Yellow Pencil will be considered for the final prize: Student of the Year: A Student of the Year Yellow Pencil

5.3 Student Yellow Pencil and Nomination winners will share a travel and accommodation fund of £20,000 for the attendance of at least a single representative from each team at the prize giving ceremony. Furthermore £2,000 will be awarded to the winners of the Student of the Year in the form of a cash prize.

5.3.1 Bursary: There will also be a bursary awarded to the winners of the Moving Image, Illustration and Photography briefs as extended placements cannot be guaranteed for these categories.

5.4 Where more than one person has created the Response the team can divide their share of the travel fund to subsidise costs for each member attending or select a single member to be funded for travel and accommodation.

5.5 Winning tutors will also be recognised within the awards and will receive a certificate.

5.6 Winning Responses will be promoted to the creative industry via the D&AD's website, through press releases and any other means deemed appropriate by D&AD. In addition all winners will be eligible to display their work on the Talent section of D&AD's website.

5.7 Placements and other prizes unique to each brief will be awarded at the discretion of the sponsor with guidance from D&AD. To be considered for one of these prizes the student must have attained a Nomination or a Student Yellow Pencil. In the event of a team being chosen it is at the sponsors discretion to amend the offering to cover all or a single team member.

6 Return of Materials

6.1 Materials will only be returned if a return request was made at the time of entry and the appropriate postage fee was paid in advance. For those wanting to collect their work from our offices this must have been requested at the time of entry and collection must take place no later than 5.00pm on 30 May 2012.

6.2 In the event that the return of materials is not

requested at the time of entry D&AD will take the following actions:

(a) All prize-winning work entered will be stored to be displayed at exhibitions until 30 May 2012.

(b) Models, 3D objects and other items which are of high quality will be stored until 30 May 2012.

(c) All other remaining items that are unsuccessful at the time of judging will be destroyed or recycled where appropriate.

(d) All materials that remain after 30 May 2012 will be destroyed or recycled.

6.3 D&AD is unable to guarantee the safety of work entered and is unable to accept responsibility for the loss or damage of entries received. D&AD advises all entrants to retain a copy of their work for their portfolio.

7 General Points

7.1 D&AD reserves the right to make changes to these rules, if necessary, from time to time.

7.2 The Rules are subject to English law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of England and Wales.

For any enquiries relating to the D&AD Student Awards please contact studentawards@dandad.org or telephone: +44 (0)20 7840 1111.