

GAME ON!

**2012 COLLAB
STUDENT DESIGN
COMPETITION**

Competition Brief

DOLFINGER-MCMAHON FOUNDATION IS PROUD TO SPONSOR
THE COLLAB STUDENT DESIGN COMPETITION

Collab

PHILADELPHIA MUSEUM OF ART

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Collab will hold its Twentieth Annual College Student Design Competition at the Perelman Building of The Philadelphia Museum of Art on **Monday, November 19, 2012**. This year's competition will be held in conjunction with the Museum's exhibition: **Double Portrait: Paula Scher and Seymour Chwast, Graphic Designers** celebrating the innovative graphic design work of Paula Scher and Seymour Chwast—recipients of Collab's 2012 Design Excellence Award.

A design couple, Paula Scher and Seymour Chwast are giants of modern graphic design who have transformed the fields in which they practice.

Paula Scher has been at the forefront of graphic design for four decades. Iconic, smart and unabashedly populist, her images have entered the American vernacular. She has been the principal in the international design consultancy Pentagram since 1991. During the course of Scher's career she has been the recipient of hundreds of industry honors and awards, including the AIGA Medal, in recognition of her distinguished achievements and contributions to the field of Graphic Design. She has developed identity and branding systems, promotional materials, environmental graphics, packaging, and publication designs for a broad range of clients, from Coca Cola to the New York City Ballet.

Seymour Chwast, legendary co-founder of Push Pin Studios and now director of Pushpin Group, reintroduced historic graphic styles and transformed them into a contemporary vocabulary. Seymour Chwast is also a recipient of the AIGA Medal and, the Museum of Modern Art and the Library of Congress have collected his posters. Chwast is famous for his commercial artwork, which includes posters, food packaging, magazine covers, and publicity art. Often referred to as "the left-handed designer," Chwast's unique graphic design melds social commentary and a distinctive style of illustration.

THEME:

Engaging in games is a common part of the human experience and present in all cultures. The graphics for the packaging and play of a game is a form of art and design and there are many different designs for the packaging or play of the same game.

CHALLENGE:

Students will redesign/repackage an existing, iconic game, or the entrant may design a new game.

Games can encourage interaction; they are strategic and stimulate creative thinking. They are a pastime of fun and interpersonal communication. They can be made up of pieces, a board, cards, dice or any number of parts.

SUBMISSIONS:

Include a full or half-scale package/model of the game and its pieces, along with a presentation board that illustrates the design of the game and its packaging. Any materials can be considered, but must include actual playing parts and the pieces must be mass reproducible. (Virtual games of any kind will not be considered, as we do not have the capacity to evaluate them.)

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SUBMISSIONS

All submissions must include the following components:

- 1. Presentation Board:** 11" X 17" full color, borderless, mounted vertically (portrait format) with
 - Design statement outlining concept, technical and materials information–
No name should appear on the front of the board
 - High-resolution product image
- 2. Model:** 3-Dimensional – Projects should be full scale, where applicable.
- 3. CD containing:**
 - 300 dpi image of packaged game in JPG format
 - Microsoft Word document with design statement and registration form information
- 4. Registration Form:** A completed Registration Form. Forms may be photocopied.

INSTRUCTIONS

All entrants must complete a Registration Form (see final page of this document) and place it in a sealed envelope along with the CD. The envelope is to be securely taped to the back of the presentation board and submitted with the 3-D model.

Please Note: Each entry board must be devoid of any identifying characteristics representing the entrant's school or name. All entries must include all above stated components. Incomplete entries cannot be guaranteed for consideration.

Addendum: Models may also be adjusted to fit the constraints of their materials and/or production (e.g. 3-D printers). Please note scale where applicable.

DATE AND LOCATION FOR SUBMISSIONS

The competition will take place on Monday, November 19 at the Perelman Building of the Philadelphia Museum of Art, Fairmount and Pennsylvania Avenues. All entries (scale model, mounted presentation board and CD) are due at the Perelman Building by **9:00 am**. Students will return to Perelman at 3:00 pm for the announcement of the winners and a feedback session by the panel of judges. A reception for the students will follow. Students should enter Perelman through the front Entrance at both times.

PRIZES

First Prize – \$1,000 | Second Prize – \$750 | Third Prize – \$500 | Two Honorable Mentions

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ANNOUNCEMENT OF WINNERS

Entrants are asked to return to the Perelman Building on the same day at 3:00 pm for the announcement of the winners and a feedback session with the judges. A reception will follow.

Student work will also be presented during the Paula Scher and Seymour Chwast Design Excellence Award ceremony on Saturday, December 1, 2012 at 6:30 pm. Students and faculty are encouraged to attend the event. For tickets and information, call the Museum Ticket Center at 215.235.7469.

PUBLICATION

After the competition, a selection of the winning projects will be published on the Philadelphia Museum of Art website and presented in the *Collab Journal*.

RETURN OF ENTRIES

All entries must be picked up the day of the competition following the student awards presentation. A small selection of boards will be selected and placed on view the evening of the Design Excellence Award event. The Museum cannot be responsible for any projects left at the Museum after 5:00 pm on Monday, November 19, 2012.

ELIGIBILITY

Students submitting projects to the Collab Student Design Competition must be currently enrolled in a college or university. All submissions are due by 9:00 am, November 19, Perelman Building of the Philadelphia Museum of Art. Students are encouraged to attend the event and are expected to hand deliver their entries. All entries must be solo; no joint or team projects will be accepted and cannot be delivered by post or by email. The entrant waives all rights to entries, and the winners are at the full discretion of the Jury.

JUDGES

Drew Freeman	Associate Partner/Designer at Pentagram
Byron Glaser	President at ZOLO, Inc.
Patti Ann Harris	Senior Art Director, Little Brown Books for Young Readers/Hachette Publishing
Bonnie Mackay	Creative Director, Marketing and Merchandising at MOMA The Museum of Modern Art
Larry Mangel	Founder of Cerealart

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Registration Form

All entrants must complete the Registration Form and place it in a sealed envelope along with the CD. The envelope is to be securely taped to the back of the presentation board and submitted with 3-D model.

ENTRIES ARE TO BE SUBMITTED BY 9:00 AM ON MONDAY, NOVEMBER 19, 2012 AT THE PERELMAN BUILDING. Entries are to be hand-delivered to the Perelman Building across from the Philadelphia Museum of Art, accessed through the front doors.

Student's Name

Email Address

Telephone Number

College/University

Department/Program

Name of Student's Professor

Professor's Email

Agreement

By submitting an entry to this competition, the undersigned acknowledges that the work submitted is original and the intellectual property of the applicant. Collab and The Philadelphia Museum of Art claim no responsibility or accountability in any form whatsoever for any misrepresentations or other legally infringing matters of authorship. Collab and The Philadelphia Museum of Art reserve the right to publish and/or reproduce images of all submissions.

Student's Signature

Date