

Young Designer Competition International Youth Arts Festival 2019

DESIGN BRIEF

Every year the visual style for the Festival is decided by a designer aged 16-26. The Young Designer creates artwork which is used for the 100-page brochure, relevant posters and merchandise.

IYAF is a buzzing summer arts festival in London for young people with exciting and unusual events all day and into the night. Can you come up with artwork which reflects that? We are looking for a brochure cover which feels contemporary and appeals to your age group. How can you get people excited about 10 days in July in Kingston when brilliant new work in Theatre and Music and Dance and Art and Circus and Spoken Word fills our urban spaces?

We need you to design the visual style for the festival you would want to see and visit. Think about designs you like and remember - what catches your attention, what styles of artwork appeal to you; are there certain elements that would make you pick up a festival programme? We are looking for someone who can think boldly about how the festival is presented.

Prize: The winner of the Young Designer competition receives support and design development from a professional design mentor and a £500.00 prize.

About the Festival:

The **International Youth Arts Festival**, sometimes abbreviated to **IYAF**.

Now in its 11th year, IYAF is the UK's biggest multi-arts festival for performers aged under 27, and features some of the best new work from emerging artists. It showcases around 200 events including acts on the mainstream and fringe circuit, with many artists travelling to IYAF between Brighton Fringe and Edinburgh Fringe in August.

It includes: theatre, music, dance, visual arts, spoken word, circus and comedy at the Rose Theatre, Arthur Cotterell Theatre and other venues and two weekends of free, live music and entertainment in the market square.

The International Youth Arts Festival is organised by the [Creative Youth Charity](http://CreativeYouthCharity.org). Creative Youth is a not-profit, registered charity that aims to enable young people to realise their potential through the Arts.

2019 design objectives:

- Think differently; we have celebrated 10 years of IYAF and are now looking for a **new contemporary design style and vision** to take us into the next 10 years.
- Highlight the **high quality** of work from emerging artists around the world which comes to Kingston.
- Let audiences know what the festival is about; IYAF provides a platform for **professional emerging artists** and **local, family-friendly community groups** to perform and share work and ideas in Kingston across the 10 days
- Engage people already interested in the arts in Kingston, London and Surrey
- Attract new audiences for the arts in Kingston, London and Surrey
- Associate the IYAF brand with high-quality arts and **creative people**

Target audience:

IYAF participants are primarily people under 27. The design should appeal to all age groups, but specifically think about what **you** look for in a design.

Our brand values:

- We showcase high-quality work
- The festival brings all age groups together
- We are contemporary, vibrant and energetic
- We are international, and we welcome the world to Kingston to meet its young artists

Research:

Visual styles to look at for inspiration include -

- [Vault Festival](#)
- [Edinburgh Festival Fringe](#)
- [Brighton Fringe](#)
- [Incoming Festival](#)

Festival Facts:

- The 11th festival will run from 5 - 14 July 2019
- The main festival venues are: the Rose Theatre, the ACT Theatre, (Kingston College) and the ancient Market Place
- IYAF has seen 28,000 young participants and volunteers and audience members come to Kingston since it began
- The festival's patrons include actors Matt Lucas, Sheridan Smith and Tom Holland; and TV presenters Angellica Bell and Michael Underwood.

How to enter:

The competition is open to young people aged 16-26 who live or study in the UK.

1. Produce a design that can be adapted for the following materials:

- A festival poster scalable from A4 to A0.
- Cover of the 2019 printed festival programme.
- Banner on our website and social media profiles
- Merchandise e.g. T-shirt or bag.

2. Complete the short [application form](#) and submit this along with a copy of your CV and your design concept as an electronic PDF to charlotte@creativeyouthcharity.org (Max 10 mb size)

by the closing date, 17:00, 10 December 2018.

4. By submitting an entry to the competition, you are agreeing to the terms and conditions below. Entrants who are unable to meet these requirements will not be short-listed. A winner who is not able to meet the terms and conditions will not be entitled to the £500 prize. IYAF will retain copyright of the winning design.

Please note the festival is based in Kingston upon Thames, southwest London and occasional face to face meetings will be required.

Resources:

- Website: iyafestival.org.uk
- Twitter: IYAF
- Instagram: iyaf_kingston
- Facebook: iyafestival
- Youtube: iyafestival
- PDF of 2018 programme: https://issuu.com/iyafestival/docs/iyaf_programme.v6_02.05.18

Timeline:

Closing date for entries:	10 December 2018
Winner notified:	17 December 2018
Develop initial concepts with mentor guidance:	Throughout January 2019
Ad hoc adaptation of designs for different uses:	February - April 2019

Full terms and conditions:

1. THE PROMOTER AND THE COMPETITION

1.1 The Promoter is Creative Youth, the charity that delivers the International Youth Arts Festival.

2. ELIGIBILITY

2.1 The competition is only open to UK residents or students who will be no more than 26 years old on 31 August 2019. In addition, the following persons (regardless of their age) will not be eligible for the competition:

- (a) employees of Creative Youth;
- (b) anyone who is professionally connected with the competition or its administration; or
- (c) members of the immediate families or households of the persons described in paragraphs (a) and (b) above.

2.2 By entering the competition, you confirm that you are eligible to do so and that you are eligible to claim the prize. The Promoter may require you to provide proof that you are eligible to enter the competition at any time.

2.3 Creative Youth will not accept entries that are:

- (a) made on behalf of another person;
- (b) made by or on behalf of a partnership or company
- (c) made by a person in his or her capacity as an employee or officer of another party;

3. HOW TO ENTER

3.1 Entries must be submitted via email to charlotte@creativeyouthcharity.org or received via post at Creative Youth
IYAF Design Competition
Suite 9, Millennium House,
Eden Street,
Kingston
KT1 1BL

by the closing date 10 December 2019

3.2 An entry form must also be completed, signed by you and submitted by you. By entering, you agree that your entry is:

- (a) exclusively your own work and does not comprise or incorporate any copyright or other intellectual property rights owned by any other person;
- (b) does not infringe any third party rights and/or any agreements to which you are a party.

3.3 Entries must be submitted as an electronic PDF or printed onto paper, and should be no larger in total than 10Mb.

3.4 All entry information will be retained by Creative Youth

3.5 Neither the Promoter nor any of its employees, agents or representatives will be responsible for the non-receipt and/or non-inclusion of entries in the competition as a result of being lost, late, illegible, incomplete, invalid, or because of technical failures or otherwise, including such failure which is within the control of the Promoter or its employees, agents or representatives.

3.6 The winner will be required to confirm in writing that they have read, understood, and complied with the terms and conditions of this prize draw, and may be required to provide proof of eligibility (including, but not limited to, proof of identity, proof of age and/or proof of residency), as necessary. The proof of eligibility that will be considered suitable for verification is at the Promoter's discretion.

3.7 The Promoter reserves the right to cancel, alter and/or amend the competition at any stage if deemed necessary in its own opinion and entirely at its own discretion, or if any circumstances arise outside of the Promoter's control.

3.8 Competition entries cannot be returned by the Promoter.

3.9 There is no limit on the number of entries an individual can submit.

3.10 There is no purchase necessary by you to enter the competition and there is no charge for submitting an entry.

4. WINNER SELECTION

4.1 One winner will be selected from all eligible entries received by the closing date on Monday 17 December 2018.

4.2 The competition entries will be judged by a panel of at least three judges including the Festival Director. The decision of the panel of judges (acting reasonably) will be final.

4.3 By entering the competition, entrants confirm that they have read and agree to be bound by these terms and conditions, and by the decisions of the Promoter, which are final in all matters relating to the competition. Any breach of these terms and conditions will result in the forfeiture of the prize. No correspondence will be entered into.

4.4 The winning entry may be subject to minor alterations or adjustments by the Promoter or its agents, including, but not limited to, in order to ensure practicality of use.

4.5 The winner must be available to meet with the Festival Director/ design mentor once notified and to supply final approved files at a date agreed with the Promoter.

4.6 The Promoter will send the full names of the judges by e-mail to anyone who writes to the Promoter requesting such information within one month of the closing date referred to in paragraph 4.1 of these terms and conditions.

5. PRIZE

5.1 Only one (1) winner will receive the prize. The prize comprises: £500; Mentoring and support from a professional designer appointed by Creative Youth.

5.2 The prize will be as stated in paragraph 5.1 above and is non-transferable and non-refundable. No cash or other alternative is available. The prize may not be claimed by a third party on your behalf. The Promoter does not accept any responsibility if you are unable to take up the prize.

6. NOTIFICATION OF WINNER

6.1 The Promoter will endeavour to notify the winner on or around 7 January 2019. If the winner does not respond to our notification within one week, the Promoter reserves the right to withdraw prize entitlement and the prize will be forfeited and an alternative winner will be selected. Upon prize forfeiture, no compensation will be given.

7. OTHER CONDITIONS

7.1 By participating in the competition, you agree to indemnify and hold harmless the Promoter and its representatives, prize providers and their respective employees, associated agencies and companies, anyone professionally connected with this competition, from any liability for any loss (including, without limitation, indirect, special, or consequential loss), expense or damage which is suffered or sustained (whether or not arising from any persons negligence) in connection with any breach by you of these terms and conditions (including, but not limited to, in connection with any breach by you of paragraph 8.3 of these terms and conditions).

7.2 The Promoter reserves the right to cancel, terminate, modify or suspend this competition without prior notice in the event of circumstances arising beyond its control that makes it necessary to do so.

7.3 The Promoter reserves the right to disqualify any person it finds, in its sole discretion, to be tampering with the operation of the competition, or to be acting in breach of these terms and conditions and/or in any way that is inconsistent with the spirit of the competition.

7.4 The winner may be required to participate in publicity arranged by Creative Youth.

7.5 Insofar as is permitted by applicable law, neither the Promoter, its representatives, prize providers nor their respective employees, associated agencies and companies or anyone professionally connected with this competition, will in any circumstances be responsible or liable to any entrant and/or the winner in connection with this competition.

8. INTELLECTUAL PROPERTY RIGHTS

8.1 By submitting your competition entry and any accompanying material, you agree that, if you are the winner of the competition, you hereby (with effect from the date of submission of your competition entry):

(a) assign to the Promoter all your intellectual property rights with full title guarantee; and (b) waive all moral rights, in and to your competition entry and otherwise arising in connection with your entry to which you are or at any time in the future may be entitled under the Copyright, Designs and Patents Act 1988 as amended from time to time and under all similar legislation from time to time in force anywhere in the world.

8.2 If you are the winner of the competition, you agree that, if requested by the Promoter, you will take such steps and actions (including, but not limited, the signing of relevant documents) as the Promoter may reasonably request in order to ensure that the Promoter receives the full benefit of the assignment set out in paragraph 8.1 of these terms and conditions.

8.3 By submitting a competition entry, you represent, warrant and undertake to the Promoter that your entry:

- (a) is exclusively your own work and does not comprise or incorporate any copyright or other intellectual property rights owned by any other person;
- (b) does not infringe any third-party rights and/or any agreements to which you are a party.

9. YOUR INFORMATION

9.1 The Promoter will process information about you in accordance with its Privacy and Cookies Policy.

9.2 If you are the winner of the competition, you agree that the Promoter may use your name, image and town or county of residence to announce the winner of this competition and for any other reasonable and related promotional purposes.