

Call for Entry

SIGNS, SYSTEMS, AND LETTERFORM MARKS (SSL)

UDA Annual International Design Competition



Submit before 3rd Monday, March

Award Announcement on Last Monday, April

Signs, Systems, and Letterform Marks (SSL)

Signs communicate ideas through visual elements; Systems integrate many ideas into one family; Letterform Marks combine type to present a specific concept. A graphic designer manipulates and perfects the visual form to ensure a clear understanding of the user.

These signs, systems, and letterform marks visually convey our behaviors, beliefs, and institutions. They warn us of danger, guide us through space, inform us of choices, and portray organizational attributes. While we vary religiously, politically, socially, and culturally, universal signs, systems, and letterform marks can unify humanity through communication. Design students and professionals continuously revise old ones and create new ones. They establish a language we can all understand.

HONORARY JURORS

UDA invited nationally and internationally distinguished designers and educators as the jurors of UDA Annual International Design Competitions. Visit uniteddesigns.org to see our list of jurors.

DESIGN CATEGORIES

Please determine which category is most appropriate for your entry/entries:

1. Signs (visual representation through a pictorial, symbolic, or geometric form)
2. Systems (visual representation through 2 or more related elements, i.e., icon system)
3. Letterform Marks (visual representation which incorporates individual letterforms or words, i.e., logotypes, wordmarks, signature marks)

DESIGN & SUBMISSION SPECIFICATION

Please follow this design specification. If you do not follow it, we cannot guarantee your submission. You may only submit a vector image using the attached Adobe Illustrator template file 'Design Category_First Name Last Name_Title.'

Step 1. Place a color vector image on the center of the provided AI template.

Step 2. Fill out the description line on the bottom of the page: your file name, a short design description, and your status (designer or student)

Step 3. Use the following method for naming your file:

Filename: Design Category_First Name Last Name_Title

Examples: Sign_John Doe_Love, System_John Doe_Love, Letter_John Doe_Love

Step 4. Save your file as a PDF file (Acrobat 6 capability) with 'Preserve Illustrator Editing Capabilities' and 'Embed Page Thumbnails' options checked.

Step 5. Submit your design (PDF file) and Entry Form (MS Excel file) via email to applyuda@gmail.com.

Step 6. Send your submission fee via PayPal account <https://www.paypal.com/paypalme/udalliance>. Please make sure you have the correct name and address.

SUBMISSION FEE

Professional Designers

- Single Entry: us\$20
- Multiple Entries (Max 5) from one designer: us\$60

Design Students

- Single Entry: us\$10
- Multiple Entries (Max 5) from one student: us\$30
- **If a student's instructor is a UDA member, a student can submit up to three entries for free.**

DEADLINES

Submission Deadline: 3rd Monday, March

Award Announcement: Last Monday, April

UDA will announce all awarded designs at www.uniteddesigns.org.

AWARD CERTIFICATE & PUBLICATION

All winners receive an Award Certificate via email.

All winners are permanent collections of the UDA archive.

Copyright: All matters regarding the copyright of the Entry will be the responsibility of the entrant. All designs will become the Collection of United Designs Alliance. The United Designs Alliance reserves the right to use all entrants' information and the right to publish, exhibit or reproduce all designs entered for the competition.