

SIGNS OF TOMORROW 2023



ENG

OPEN CALL

SIGNS OF TOMORROW 2023

INTERNATIONAL
REVIEW OF LOGOS
AND SYMBOLS

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SIGNS OF TOMORROW 2023 / ZNAKI JUTRA 2023 / LES SIGNES DE DEMAIN 2023



INTERNATIONAL REVIEW OF LOGOS AND SYMBOLS



COMMERCIAL LOGO
SYMBOL
ANIMATED LOGO

DEADLINE FOR SUBMISSIONS:
30th of JUNE

OPEN CALL

A time of change, tension, expectations, hope and action. A time when we define the shape of the future with particular attention. Do we have a real impact on the world we live in? An idealized world, a broken world, or maybe still full of beauty and harmony? Ideals in confrontation with everyday life determine our cultural, social and personal identity.

Graphic marks are not only an important element of communication, but above all they are a kind of manifesto of life, a symbol of the present, tradition and future. On the one hand, they communicate values related to products and services, on the other hand, they are carriers of ideas and emotions.

We invite you to participate in the international review of graphic marks, logos and symbols whose power of communication is especially important.

The review includes three categories:

A / commercial logo (only implemented projects)

Graphic marks dedicated to products, services, companies, institutions, commercial and social campaigns, etc.

Format: 300 × 300 mm. CMYK, vector file PDF editable (for exposure adjustment)

Short description of the concept of the sign, date of implementation, author – in Polish or English (maximum 500 characters), RTF text file. It is acceptable to include a link to a more complete presentation, especially in the case of a system mark.

Files named according to the scheme indicating the category: **A_Name_logo.pdf / A_Name_logo.rtf**

B / a symbol relating to an idea or cultural, social, phenomenon, etc. (black and white only)

Graphic marks on any topic constituting a graphic, subjective commentary on reality

Format: 300 × 300 mm, **black and white only**, vector file PDF editable (for exposure adjustment)

Short description of the concept of the sign, date of implementation, author – in Polish or English (maximum 500 characters), RTF text file

Files named according to the scheme indicating the category: **B_Name_symbol.pdf / B_Name_symbol.rtf**

C / animated logo (implemented and conceptual logos and symbols)

Animated graphic marks of any nature, including categories A and B

Format: 1080 × 1080 px, MP4, RGB

Short description of the concept of the sign, date of implementation, author – in Polish or English (maximum 500 characters), RTF text file

Files named according to the scheme indicating the category: **B_Name_anima.mov / B_Name_anima.rtf**



Each author may submit **no more than 3 works in total**, in one or different categories.
The works cannot be marked with the author's name and surname / studio name.

Submissions:

Participants send their works in digital form to the following address: **opencall@uap.edu.pl**
The e-mail should include the following information: **author's name, address, e-mail address, telephone**

10th of September	Submission deadline
September	Jury meeting
September	Announcement of the results
November / December	Exhibition

Projects will be selected for participation in the exhibition and published in the catalog by the Jury appointed by the Organizers. In addition to the regular selection, each of the jurors will indicate one graphic mark (Juror's choice), which, together with the justification for the choice, will be a special distinction. In exceptional situations, the Chairman of the Jury may indicate additional marks as important, valuable addition to the selection.

Each of the participants qualified for the exhibition will receive a certificate. The works will be presented in the catalog and at the exhibition and online exhibition. Award winners will be notified by e-mail.

Additional provisions:

The organizers reserve the right to award other, additional distinctions or prizes.

The author declares that she/he has made the submitted works himself.

Submission of the work is tantamount to a statement that their public presentation does not infringe the copyrights of third parties. Any possible claims arising from this shall be borne by the applicant.

Participation in the competition means the participant's consent to the publication of the submitted works in the mass media, in promotional materials related to the competition, in particular in the catalog of the competition exhibition and other accompanying exhibitions, as well as in mass media, social media, promotional materials. For the rest, the copyright remains with the author.

Works in which the content of the message will offend religious, ideological, racial or cultural feelings will not be considered.

The exhibition will be accompanied by a catalog containing the presentation of the best projects, a full list of participants and a catalog list of qualified works. Participation in the competition is tantamount to consent to participate in additional exhibitions organized later.

Organizer: Sign and Identity Studio / Faculty of Graphics and Visual Communication
Magdalena Abakanowicz University of the Arts Poznań

Patronage: Poznań Art Week

In matters concerning the review, please contact the organizer directly:

Signs of Tomorrow / signsoftomorrow@gmail.com

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