

CALL FOR ENTRIES

IN SEARCH FOR A NEW UDUALC GRAPHIC IMAGE

The Unión de Universidades de América Latina y el Caribe (UDUALC) invites university communities to participate in the new institutional graphic design contest.

History

UDUALC is a non-governmental and non-profit organization, with more than 70 years of experience, that encourages the improvement and integration of the Latin American and the Caribbean universities. The institution focuses on strengthening the principles of freedom of research and teaching, and full autonomy.

In its actions, UDUALC's spirit condenses the development of a free, pacific and democratic society in favor of the aspirations to a Latin American identity, based on respect for human dignity. It is an association that, through higher education, promotes cultural and intercultural diversity in equitable conditions, and recognizes the multiplicity and ways of learning. This association encourages the university to apply knowledge in a comprehensive and interdisciplinary way in order to find solutions to the social agenda.

As part of the XXI Extraordinary General Assembly of UDUALC, held on November 10, 2022, at the Universidad Nacional de Colombia, it was agreed to incorporate letter "C" into the historic acronym of UDUAL, now **UDUALC**, with the aim of making clear the presence of the affiliated Caribbean universities. In this sense, the association seeks to update the institutional identity, according to the new acronym.

Submission guidelines

- 1) The contest is open to students, academics and graduates of disciplines related to graphic communication, regardless of their nationality, age and functions of any higher education institution member of UDUALC (see list **here**), who have a supporting document that confirms that they are part of a university.
- 2) Participants can present a work individually or collectively, as long as it is assumed that the prize is unique and indivisible. In case of presenting a team effort, there must be only one person responsible.
- 3) The proposed institutional image must portray the integration of Latin America and the Caribbean, and their cultures through their universities. The image must be suitable for easy reproduction and identification of the UDUALC acronym in print and digital media.

Proposals:

- a) The design can be a logotype, imagotype or isotype.
 - b) The design work must be unpublished, not have been presented in another contest, nor having an intellectual property registry.
 - c) It should be considered that the design work will be reproduce in diverse formats, print (paper, cloth, plastic and any other promotional material) and digital.
 - d) The design work must have a maximum of 3 inks and must allow its application in color, high contrast (black and white), and in scale of greys.
 - e) The minimum reduction size should be 2 centimeters for print and 200 pixels for electronic media, in which all elements are legible.
- 4) Proposals must be sent in digital format via Dropbox or Google Drive to **premios@udual.org**, and contain the following elements:
 - a) A folder with the design work files in color, black and white, and grayscale versions. These files must be in vector format (.ai or .eps), converted to curves, as well as in PDF format (.pdf), and image format (.jpg), at 300 DPI resolution, in a 20 x 20 cm size, as a presentation dummy.
 - b) A technical sheet written in Word that includes the typography font used, construction grid with the visual security graphic spaces, as well as the hexadecimal and the percentage for inks in the CMYK process.
 - c) A Word document with a justification of the graphic elements used in the design, such as color connotation, lines, etcetera.
 - d) A letter signed by the author or authors of the work, specifying that in the event of being winner or winners, the rights of the design are assigned to the UDUALC.
 - e) The participants must attach to their proposals their name, country, university that they represent (with supporting document that proves it), email and contact telephone number.
 - f) The final date for receiving proposals will be **Friday, March 31, 2023**.
 - g) Those works that do not comply with any of the requirements indicated in this numeral will be not evaluated by the qualifying jury.

Prize

- **1,000.00 USD** for the winner design work. Author or authors should give up the reproductive rights to the UDUALC.
- UDUALC will designate a jury, constituted by prominent plastic artists and graphic designers, in odd numbers.
- The verdict will be unappealed and will be announced by **Friday, April 28, 2023**, on UDUALC website and institutional social media.
- Queries or unforeseen situations will be addressed by the Organizing Committee of the contest.
- Participation in this call implies the acceptance of all its terms.