

CALL FOR TENDER: DEVELOPMENT OF LOGO FOR THE ERASMUS+ PROJECT “WHAT DOES IT TAKE TO RAISE AN ARTIST?”**1. Theme**

Three European partner schools working together in the Erasmus+ project *What does it take to raise an artist?* call for tender for the development of a logo representing the project *What does it take to raise an artist?*. The aim of the tender is to make the project recognizable at the participating schools and in the general public.

The project *What does it take to raise an artist?* offers students from the participating schools to gain new skills through various workshops and helps them continue their studies or professional careers in the various fields of visual arts, design and fine arts.

2. Aim

The aim of the tender is the development of the project logo. The logo must incorporate the assets of the project, i.e. the importance of extending the students' knowledge from just one field of artistic creation to various ones, to form successful artistic careers later on, creativity, aesthetics, as well as co-operation, team-work, partnership, exchanges, communication, etc.

The final design has to include the words *What does it take to raise an artist*, the abbreviation of the project's name ?RA (the form ?ra is also acceptable) and/or an accompanying image.

Participants have to present combinations of the elements mentioned above.

3. Participation:

All students from the three partner schools are invited to participate in the tender. The call for tender will be published on the official project web site and on the respective school web sites.

4. Conditions for participating:

- Students have to submit the logo in black-and-white and colour variations.
- Designs have to be drawn in vector shape
- Typefaces and font sizes have to be defined
- Colours for print and digital use have to be defined (CMYK and RGB)
- Participants must submit a written argumentation of their designs (max one page long)
- Participants should submit examples of applications (for example letterhead on standard A4 paper, T-shirt design, badges or other promotional material...)
- One author or group of authors can submit several designs.

Designs which will not satisfy the requirements listed above will be eliminated and will not be graded by the evaluation committee.

5. Evaluation criteria:

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| - recognisability of the basic aims and uniqueness of design | 10 points |
| - originality | 10 points |
| - visual impact, aesthetics | 10 points |

- applicability

- memorability of the design

10 points

The maximum number of points is 50. The student with the highest number of points will be the winner. If two or more students get the same number of points, the committee will select one of its own accord by voting.

When grading, written argumentations will also be taken into consideration.

The committee will issue a report about the grading of the designs.

6. Evaluation committee:

- two teachers from each of the three partner schools – six in total
- two students from each of the three partner schools (not competing in the tender) – six in total

Committee members do not vote for designs made by students from their own school.

7. Deadline and participation:

Evaluation will be carried out in 2 stages - school voting and international voting.

School stage

Students hand in their designs to their mentors, who thereafter send them in electronic form to the dropbox folder of the local coordinator under a code name - names of students and schools must not be part of the file name.

The selected designs must be sent in electronic form to a folder on Dropbox.com by December 15, 2015.

Students must submit their designs in pdf format (minimum of three pages of A3 paper format)

- on the first page there should be a black-and-white design (different sizes of the logo; positive, negative and the outline of the logo, the name of the project, possible combinations of symbols or other images)
- on the second page there should be colour solutions and combinations with colour definitions
- on the third page possible applications should be presented
- if one student has designed several applications, more pages can be added

Apart from that, students must submit a written argumentation of their designs in pdf file format (A4 paper format).

Between December 15 and December 18, a committee composed of 2 teachers and 2 students will evaluate the submitted works applying the point criteria mentioned above. They must choose up to 6 the best works.

International stage

Until December 18th school stage will have been completed in all partnership countries and the local project coordinators will have sent the maximum of 6 best logos to the dropbox file.

Then again a jury composed of 2 students and 2 teachers will vote for the best designs applying the point criteria as in the school stage. However, they will not be allowed to grade the logos from their own country.

The stage finishes on December 21. Until then the local coordinator will have completed a table with their points in the dropbox file.

8. Selection:

The committee will announce the winner by December 22, 2015. The committee's decision is final.

9. Awards:

Students who have been awarded the first three places get a diploma for having successfully participated in the international tender for the Erasmus+ project *What does it take to raise an artist?*. The committee can also decide to give the winning students a special prize.

10. Copyright:

The author of the winning design has moral rights and will be named in the impressum on the project webpage. Since the project does not provide for money compensation, the author of the winning design cannot claim it. All the participants agree to use the winning logo solely for the purposes of the project and the presentations of the project even after its termination. The winning design must not be used outside the project. The non-winning designs can also be used inside the project and when presenting the project. The authors of the non-winning designs also have moral rights and their names should be listed when using their solutions.

11. Agreement:

Those participating in the project fully agree with all the rules and provisions of this tender.

12. Additional information:

For additional information please contact the project coordinator Aleksandra Ardalić aleksandra.ardalic@ssof.si or your local coordinator.