

University merchandise - design competition brief

Southampton Solent University is running a competition for its students and graduates to create one (or more) designs for four items of merchandise, which will be given to our international contacts as a corporate gift as well as being made available for the public to buy.

The products we're asking you to design are:

- A tie.
- A scarf.
- A deck of cards.
- An A5 notebook.

Design specifications are shown below.

The competition is open to both students and graduates of Southampton Solent University. There will be one winner for each product; each winner will receive a cash prize and one completed version of their designed product. There are no limits to the number of design submissions you can make.

The winners who have designed the tie, scarf and notebook will be awarded with £150 cash, and the winning deck of cards design will receive £500.

Please send your design(s) to internal.comms@solent.ac.uk with the following details:

- Your name (graduates, if your name has changed since you studied here, please also give the name you used while studying).
- Your course.
- The year you are due to graduate (or graduated).
- Your contact details - telephone number and email address.
- Graduates, please also let us know if you'd like to hear about alumni events.

If your attachment is too big, send the design over using [WeTransfer](#).

The deadline for this competition is **10pm on Monday 7 November**. Entries submitted after this time will not be accepted. Winners will be announced on Friday 11 November, and the products will be available for purchase on Thursday 26 January 2017.

The judging panel is:

- Peter Lloyd, Director of the School of Art, Design and Fashion
- Tere Daly, Director of External Relations
- Professor Graham Baldwin, Vice-Chancellor.

General guidelines

- Your design should be appropriate for all members of the public.
- The following will not be accepted:
 - Designs that are sexual, religious or political in nature.
 - Designs that include corporate logos, slogans, names or advertising. The Southampton Solent University logo may be used but brand guidelines must be followed. If you'd like a copy of the guidelines, send us an email at the address above.
 - Designs that refer to tobacco, alcohol or other drugs.
- Any design that can be replicated on the product material is acceptable.
- Please don't share your designs in a public forum until they have been commissioned.
- Winners may be contacted for further information about themselves if we decide to market these products.

Design specifications

Tie

Tie designs can be to fit on either skinny or wide blade sizes. The width is given at its furthest point.

Only one of the below will be chosen.

- Skinny ties: 5.5 x 145 cm
- Wide blade ties: 9 x 145 cm

Maximum six colours. If the design is fairly simple, the tie will be woven. Otherwise, it will be wet printed or digitally printed. Note: don't forget that some of the design won't be seen. The Southampton Solent University logo will be on a label at the back of the tie.

Should be submitted as a PDF.

Scarf

Scarf designs can be to fit on either a tasselled or square scarf. Only one will be chosen.

- Tasselled scarf: 150 x 15 cm
- Square: 70 x 70 cm

Maximum six colours. The scarf will be wet or digitally printed. The Southampton Solent University logo will be on a label at the back of the scarf.

Should be submitted as a PDF.

Deck of cards

87 x 56 mm with rounded edges. You will be designing both the back and front of the cards. The back of the cards should have a consistent image - like you'd find with a typical deck - but we will consider creative alternatives if they work well. Each card front should be different - you'll be creating 54 designs, including a joker.

Should be submitted in EPS format.

A5 notebook

You'll be designing the front of the notebook. The design area is 137 x 207 mm.

Submitting a design for the notebook or cards

TIFF, Photoshop EPS, PSD, High Resolution JPEG, and Photoshop PDF formats can be accepted. Images should be at least 300 dpi (dots per inch) minimum / 600 dpi (dots per inch) preferred image resolution as the higher the resolution size of your original image (dots per inch) the better the final printed results will be.

All fonts used within your artwork must be converted to outlines/paths (when created within Adobe Illustrator) or fonts must be rasterised (when created in Adobe Photoshop).

To achieve full colour digital printing onto coloured products, a white base layer is applied to the product before the full colour print. A vector artwork/base must be supplied.

The print process is CMYK, so we recommend laying out documents in CMYK colours. RGB will be accepted but will be converted to CMYK so won't be an exact colour match. Pantone colours can't be colour-matched.