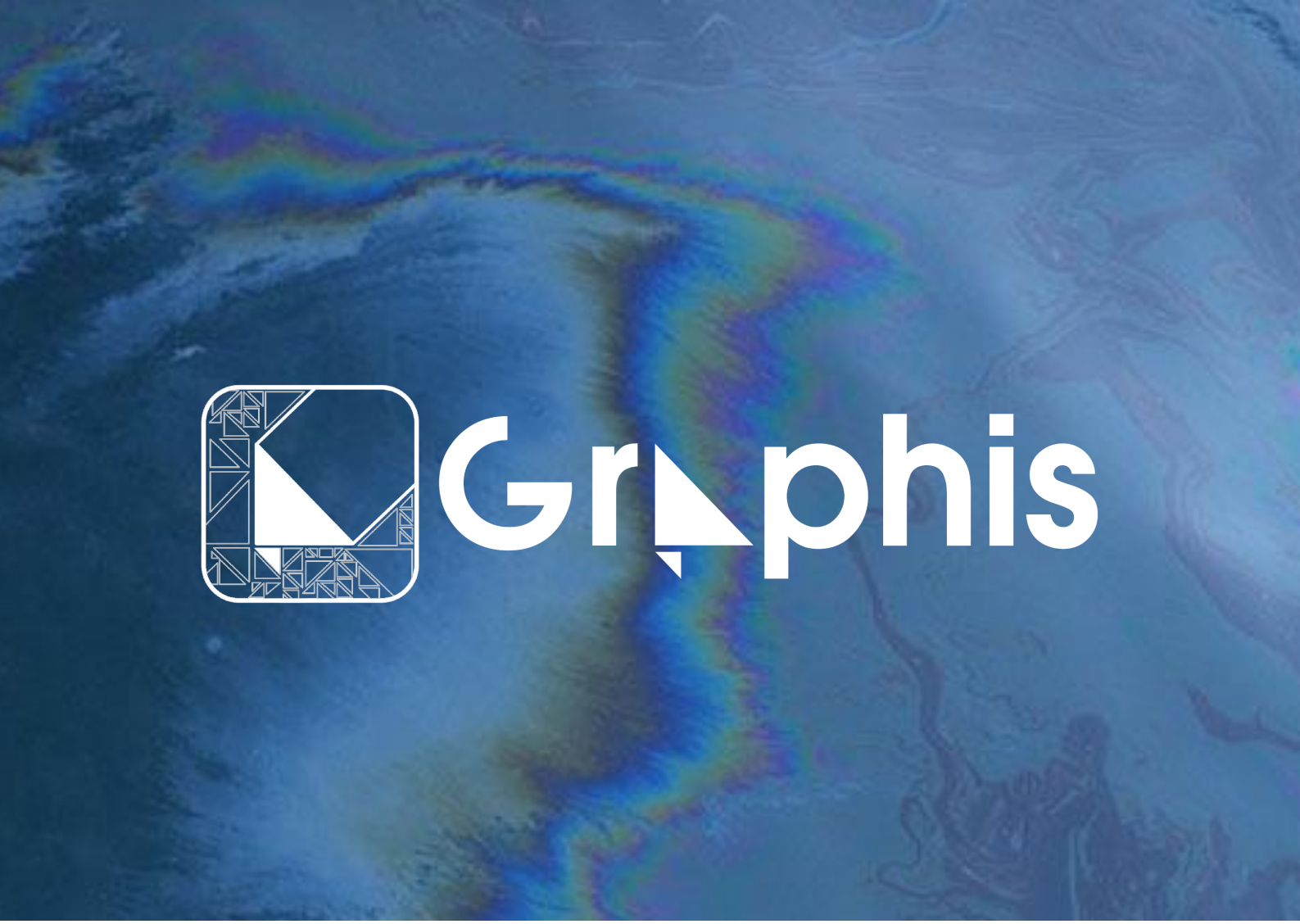
Graphis
SMUDGE
Graphic Design Competition
for awareness on the Brazil Oil Spill
https://competitions.uni.xyz



Img 1: Introduction to Grafis: UNI's series of Graphic Design Competition

Introduction

UNI invites Architects, Visual/Graphic Designers, and the student fraternity for the first edition of its series of **Graphic Design Challenges** as part of its unit block, **Graphis**. Challenges under 'Graphis' are carefully curated to bring out the best of visual communication and graphic language to educate, reflect, and inspire change with respect to pertinent world issues through visuals. A picture is worth a thousand words, and Graphis abides by that adage, to inspire participants to try and portray complex ideas and emotions through a still image. The competition understands the importance of efficient and effective communication in the digital age, and aims to recognise innovative ideas and techniques that aim to redefine the notions guiding conventional graphic design, and foremost, create impact.

Img 2: An aerial view showing the extent of the oil spill on Brazil's international waters. Source

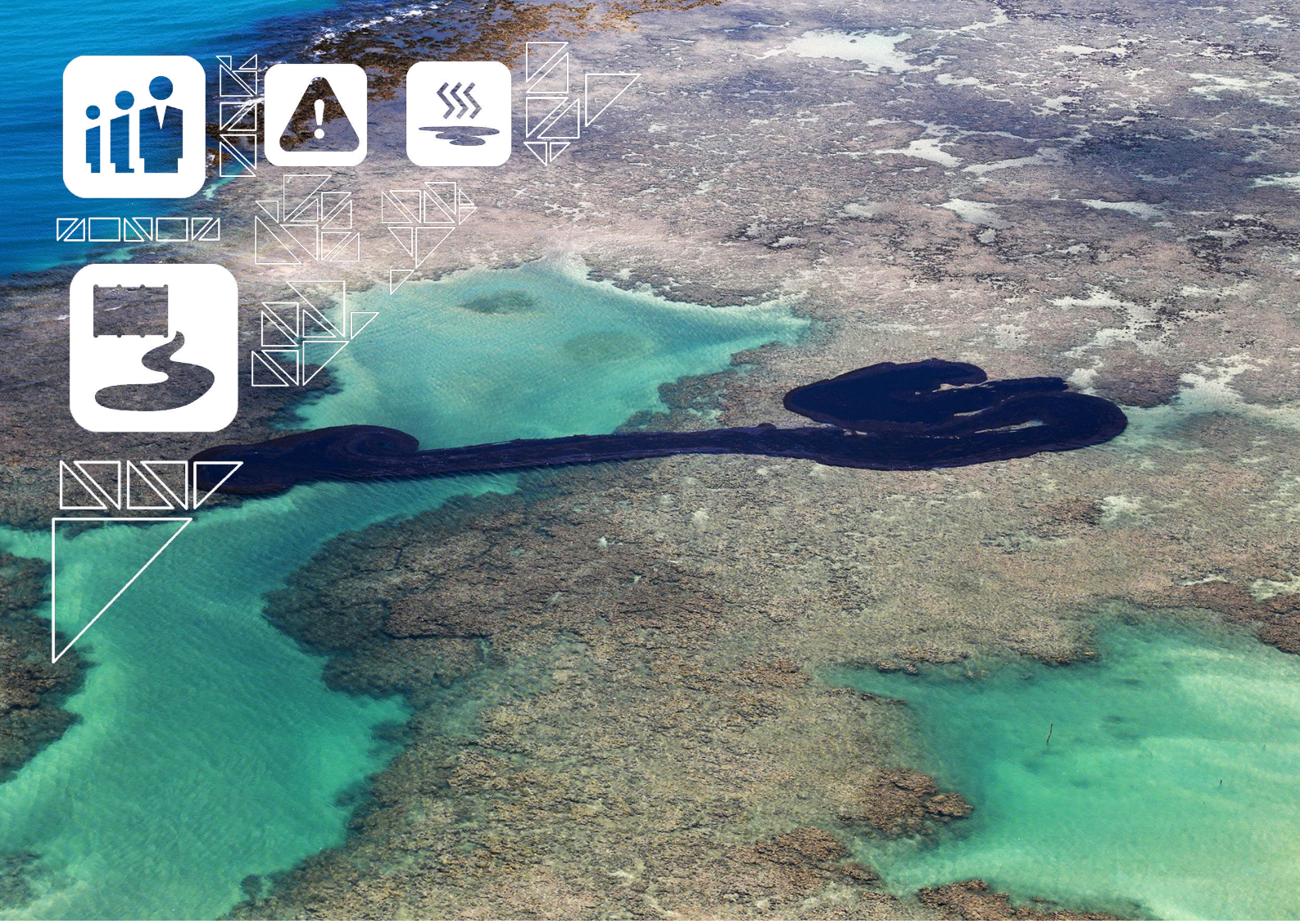
The Brazil Spill

In August 2019, the beaches of northeastern Brazil were hit by a wave of crude oil leaked into the ocean by an unknown foreign vessel. Reported to be the worst oil spill in Brazilian history and the largest environmental disaster ever recorded on the Brazilian coast, the spill has affected roughly 2,250 km (1,400 mi) of the state's coastline. The amount of oil collected from Northeastern Brazil's affected shore has been found to be north of a thousand tonnes, along with a number of barrels still washing ashore. Lack of coordination and proper transparent guidelines made a rapid response nearly impossible, leading to several marine protected areas, sandy beaches, mangroves, estuarine systems, seagrass beds and coral reefs being affected by the spill.

Img 3: The oil spill blotting one of the beaches in northeastern Brazil. Source

Impact

Apart from the oil that washed ashore, a lot of the oil continues to float beneath the surface of the ocean, making it difficult for agencies to map the exact extent of the spill. The toxic trail left by the spill for thousands of miles has already begun degrading mangroves, corals and marine life as a whole. Apart from the environment, contamination by direct contact with the spilt oil residue that has stayed in the sea can cause irritation and allergic reactions, especially on the skin, eyes, and mouth in humans. Inhaling the gases released by the event can cause much worse. Experts estimate that the contamination is hard to clean and will probably remain in the environment for many more years to come, possibly decades.



Img 4: Aerial view of how the spill affected shallow reefs on Brazilian shores. Source

Issue

As of today, despite close to 5 months since the disaster was first reported, the spill is reported to be still ongoing. Residual smudges of crude oil on major beaches of the state have rendered them unusable, majorly affecting tourism, livability and the livelihood of thousands of residents in the area.

In the face of the ecological disaster and its intimidating scale, the government under President Jair Bolsonaro seems to have addressed the problem only passively. Concrete measures regarding the cleanup of the oil and restoration of normalcy to lives affected by the spill have largely been reported to be local and from NGOs.

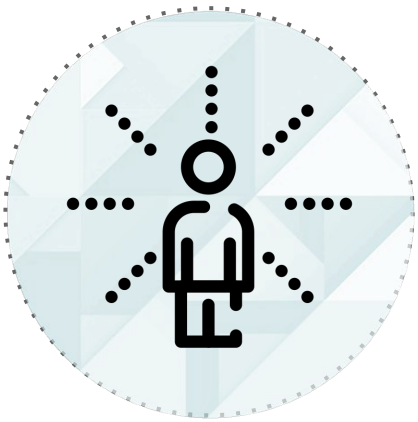
A major onus of the inactivity on the front of mitigation of the after effects of this tragedy can be attributed to a lack of awareness: among the rest of the country, and the world at large.

Img 5: Infographic showing the affected beaches on the coast of Brazil in dots.

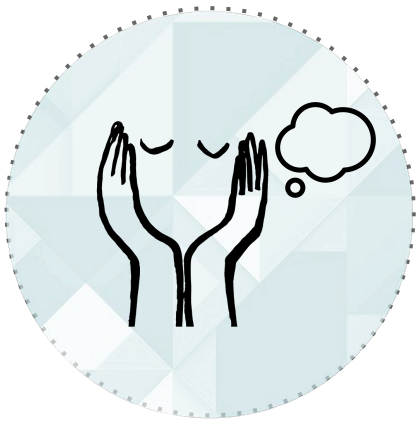
Brief

The challenge is to design a graphic/poster that aims to inform and make people aware of the tragedy, while at the same time inspiring dialogue and a call for action.

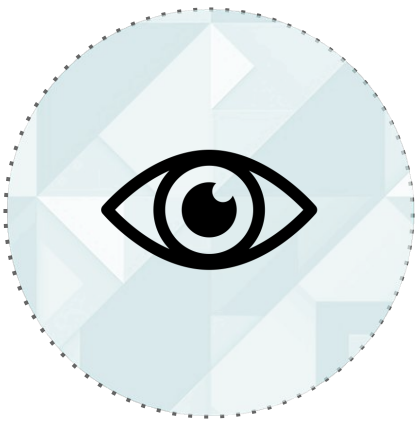
Since the spill began in August of 2019, a number of people, most prominently local fishermen and Brazilian football teams have protested the government's inactivity on the event, to little or no avail. The competition aims to bring an issue with far reaching environmental consequences to the conscience of the general public at large. The designed graphic should at once convey the immense impact of the tragedy on the ecosystem, and how the overlooking of such disasters may be detrimental in the wake of the currently ongoing global ecological crisis.



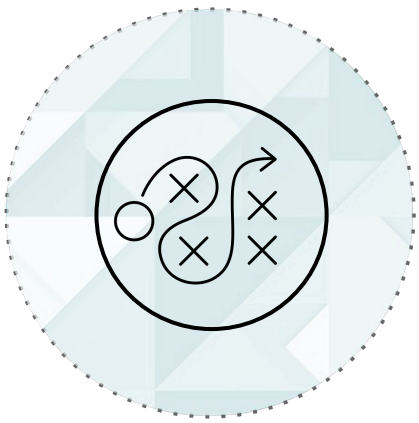
Awareness
Primary aim is to inform and make people aware of the ecological disaster.



Expression
The graphic should effectively communicate its intent and idea to the viewer.



Lucidity
Clarity in composition and intent to communicate the idea better.



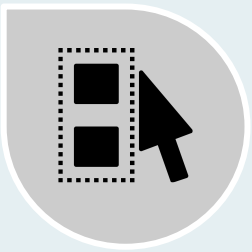
Visual Language
A distinct visual language to help the graphic stand out for better communication.

Objectives of the Graphic

The above can be a starting point for participants to conceive their design, listing where the designer's focus should be in devising the design and qualities that are expected from a good graphic design.

Hand Drawing/ Rendering

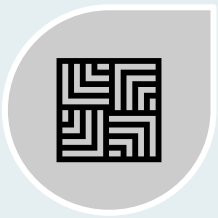
Computer Aided

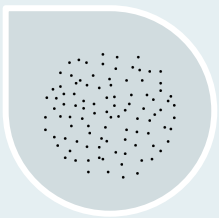


The graphic may be entirely hand drawn and rendered, digitally created or a combination of both. Any of the techniques mentioned below may be utilised to achieve the desired outcome. The list is not exhaustive. The more creative the method, the better.

Doodling

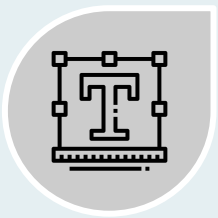
Patterning





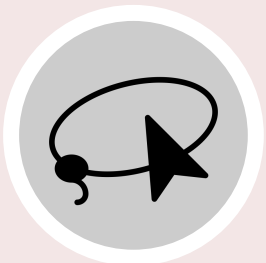
Stippling

Typography



Compositional Outline for the Graphic

The usage of photographs, stylised/ credited or otherwise, directly is strictly not allowed.



Use of lassoed graphics lifted from an existing image is limited to one-third of the total graphic.

Guidelines

You have to deliver **a graphic/visual outcome** *representing* the given issue, based on the following outlines.

Only one final graphic design needs to be submitted. The image should be of size **[2362px x 3543px]** or **[200mm x 300mm** in **300 dpi]** in portrait or landscape digital format (**JPEG only**).

On the same sheet format, the **design process/iterations** that lead to the final graphic should be depicted sequentially. You can upload the design process/iterations in the form of multiple images after the final graphic design is uploaded. You can decide a suitable number of images to explain your design process. The number of images are not a benchmark for scoring - the clarity of process will be.

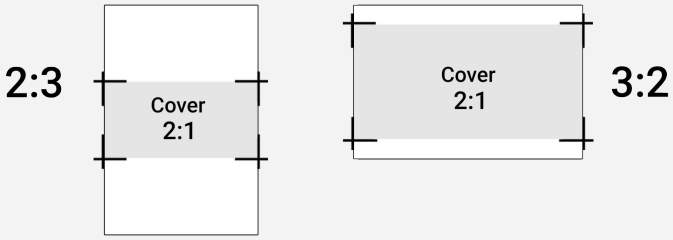
The images should be less than **15MB each.** (Do not submit PNG format)

The graphic should have a title under which it would be uploaded as a project on the UNI platform. The title also has to be incorporated on the main graphic sheet and should be designed suitably with relevant typography.

Minimum requisite submission is the final graphic outcome on a sheet of the given size, along with:

• A title of the graphic submitted*
• This is the link for new file sizes, here.
• A short description of the Graphic and its intent (100 words)
• Some sheets depicting the process/iterations for arriving at the final outcome
• Answering 3 FAQs #

** A thumbnail of the graphic so designed would be derived from the graphic itself by cropping for displaying on the tab of the web feed. Participants need to bear this in mind and design and compose their graphic and title on it suitably.*



 # The FAQ's have to be answered as instructed in the FAQ document in the 'additional resources folder'.

Deadlines

Discover the competition schedule and deadlines on the competitions page or on this link - Schedule.

Resources

This competition contains additional resources that contain a set of files useful to complete the competition submission. This folder is made available on your profile dashboard automatically as soon as you register. **The additional resources folder of this competition contains**: a set of FAQs.

Rules

+ The competition is open for **students and professionals** from all disciplines of design.

+ The team limit for this competition is **2 members maximum per team.**

+ You can submit more than one graphic however they have to be registered separately.

+ Ensure that the final graphic submitted **does not include your name or any other mark of identification**. Your submission is linked to your user account which stands as your identification.

+ This is a graphic design **ideas challenge only.** There is no commissioned work associated with the problem.

+ In case of publication in yearbook, we will reach out separately for selected entries.

Pro-Tips

+ Plagiarism of any idea / form / design / image will be disqualified with a notice.

+ The iteration/process sheets should show a clarity in thought, along with a process in motion leading to the final outcome.

+ All the submissions received will be viewed on a digital device. **e.g.** Laptop screen or projector. Uploaded images and graphics will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.

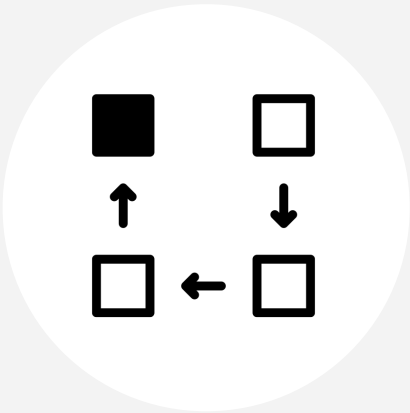
+ Submit JPEG images only.

Awards

Grants of up to a total of **$5,000** can be won on this challenge. Learn more about the full conditions on the competition page.

The entries will be judged by an international jury of the competition on the following criteria:

Concept/Idea
Quality of thought and intent in the graphic representation.



Process/Iterations
How efficiently a thought behind the graphic develops into the final outcome.

Composition
The key to a good graphic is precise, pleasing composition.

Design Outcome
The final visual outcome of the depiction of the solution.

Judging Criteria

The judging panel can also add other criterions based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criterions first in their design.

About

Graphis serves as a unit block for UNI pertaining to **graphic design**. It intends to strengthen the process of visual storytelling in the fields of Architecture and Design, and to raise awareness about ongoing issues through a combination of lucid **graphics, images, typography and infographs**. It aims to be a platform for experimentation and conceptual exchange of ideas for awareness with respect to issues plaguing **architecture, urbanism, society, culture, and the environment**. Graphis tends to draw from and operate in the many intersections between architecture and graphics, stressing on how visuals can be a much more effective and efficient means of communication: of ideas, of problems and their solutions. As an initiative, Grafis is dedicated to providing opportunities for designers from all domains to explore, debate and most importantly, **express** using visual means at their disposal.

Queries: support@uni.xyz
Discover other competitions: https://competitions.uni.xyz
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Discover FAQ's about this competition on our help forum here: https://help.uni.xyz/

Graphis
Questioning the way you think.
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