

Graphis

Endeavor

Advent of a new space age

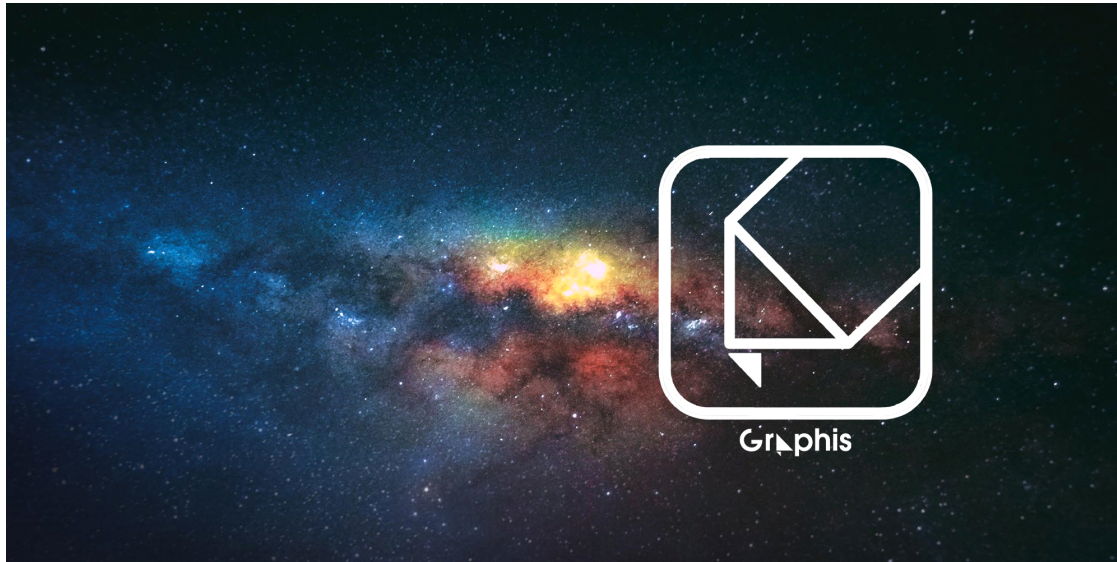


Fig: 1 – Introduction

PREMISE

UNI invites Architects, Visual/Graphic Designers, and the student fraternity for the second 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 recognize innovative ideas and techniques that aim to redefine the notions guiding conventional graphic design, and foremost, create impact.



Fig: 2 – Crew Dragon X - Launch Photo - Courtesy: NASA

THEME

On May 30, 2020, a commercial rocket for the first-time ferried astronauts into Earth orbit. SpaceX's Crew Dragon spacecraft took off at 3:22 p.m. EDT from the Kennedy Space Center. That's in Cape Canaveral, Fla. It carried U.S. astronauts Doug Hurley and Bob Behnken to the International Space Station (ISS). Called Demo-2, the launch and flight were the ultimate tests of the ability to use this new system to take a crew into orbit. The Falcon 9 rocket then returned to Earth and safely landed on a platform, followed by the astronauts returning safely a few weeks ago.

This event marks a point in the history of the human civilization of bringing back a lost cause of exploring space back into the priority among our pursuits as a species. This also marks the first step of humans progressing to a multi-planetary species in years to come. The challenge is to design a graphic/poster that aims to inform and make people aware of this exceptional feat and inspiring more human thought weighing on these facets of explorations.



Fig: 3 – Crew Dragon Capsule - Courtesy: NASA

DELIVERABLES

You have to deliver a **graphic/visual outcome** *representing* the given theme, based on the following outlines. **Only one final graphic design** needs to be submitted. The image should be of size **[2800px x 3200px]** in portrait or landscape digital format (**JPEG only**). The graphic may be entirely hand-drawn and rendered, digitally created, or a combination of both. The usage of photographs, stylized/credited or otherwise, directly is strictly not allowed. The use of lassoed graphics lifted from an existing image is limited to half of the total graphic. (The guidelines are indicative, and are placed only to reduce plagiarized artworks – any infringement detected or reported will be notified, and may be removed from competition if found guilty)

The list of deliverables are:

1. Title
2. Subtitle
3. Artwork
4. A statement in about 100 words supporting the artwork - You can attach this as an additional image below your artwork.

JUDGING CRITERIA & JUDGES

Awareness: Primary aim is to inform and spread information about this theme in an interesting way.

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 Delivery/Aesthetics: A distinct visual language to help the graphic stand out for better communication.

Uni chooses judges from its wide academic and professional network of architects and designers globally for this competition. Discover our network here: <https://uni.xyz/competitions/juryhouse>

Learn More: <https://uni.xyz/competitions/endeavor/info/about>

YEARBOOK

Winners of this competition will get annually published with us in our e-yearbook and annual publications.

Prizes / Deadlines / Registration

For complete information on active prizes and details on the entry fee, visit the **Awards & Fees** section of the competition here:- [Awards&Fees](#)

Learn more about this competition - schedule - prizes here:

<https://uni.xyz/competitions/endeavor/info/about>

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