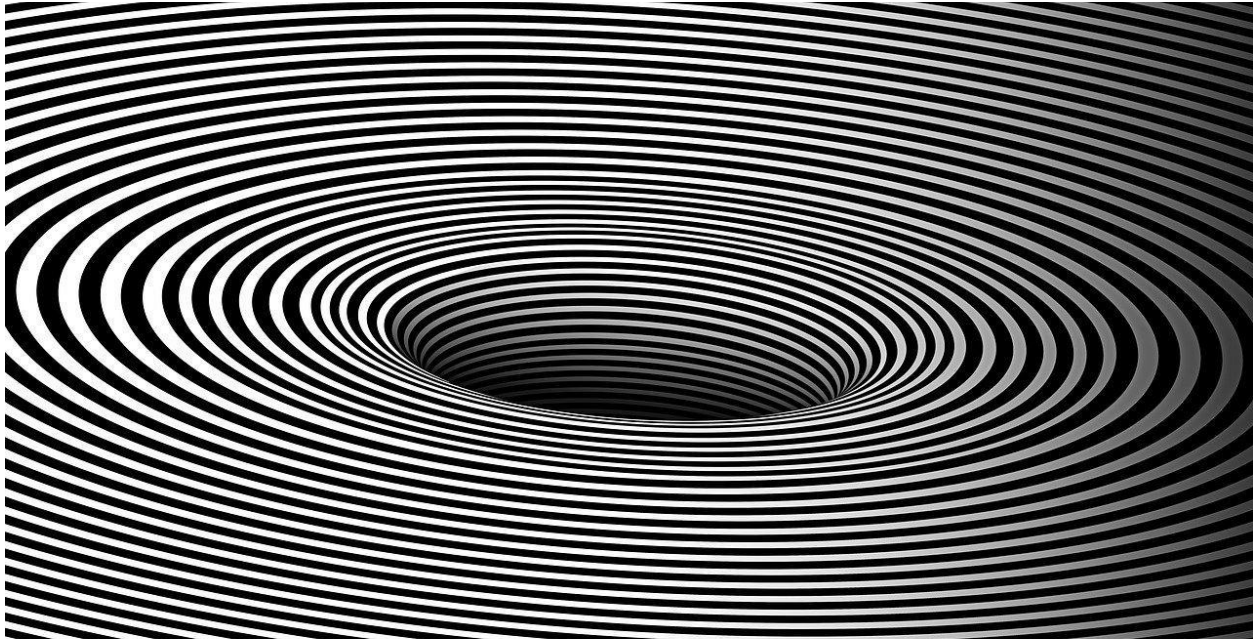UNI

Ruse

Architecture Illustration Competition

Fig: 1 - An optical illusion that uses color, light, patterns to create a deceptive effect - A concept

Premise

UNI invites Architects, Visual/Graphic Designers, and the student fraternity for the fourth edition of its series of Graphic Design Challenges.

Challenges under this series 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.
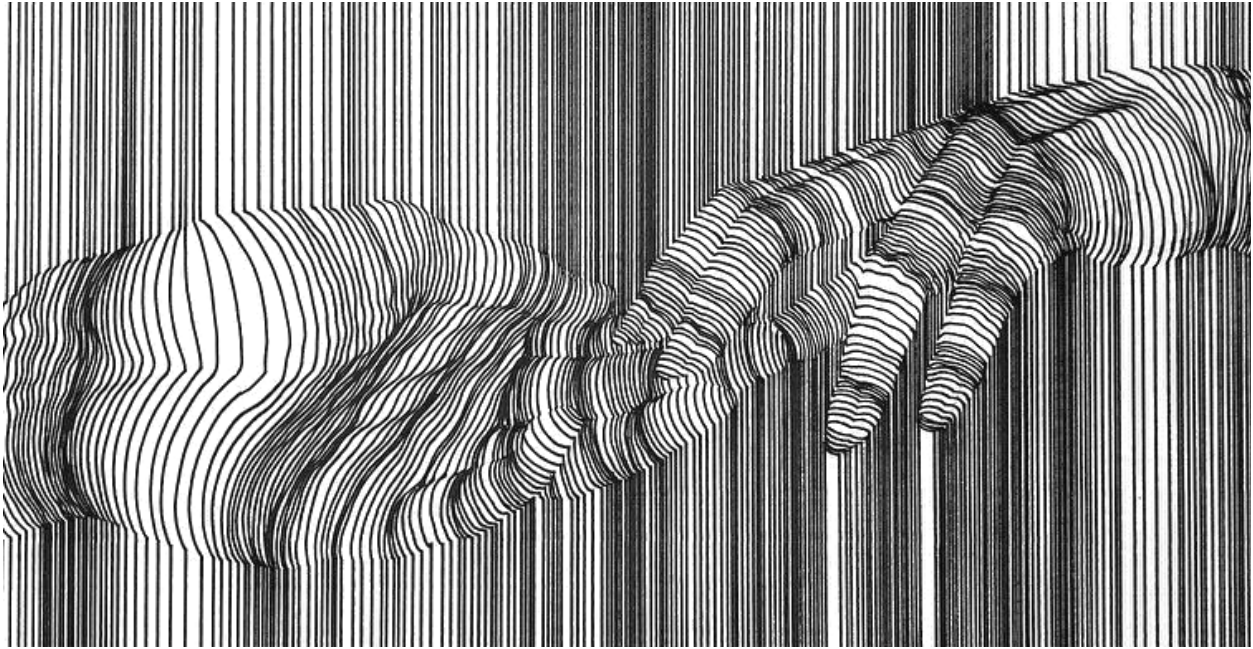
Theme

Illusions are a trick of the eye, and this concept is used far and wide to understand the **difference in perception** of how we see the world and how it actually is. They are generated when the mind is contradicted between deciding two things that it knows, to be facts. In the late mid-20th century, abstract artists took interest in these illusions and created the genre of **optical illusions art**, which has blown up ever since. Illusions are used to create **a sense of curiosity** to attract people to it, and this is used to **convey social messages and stimulate minds.**

Brief: The challenge is to design an architecture poster or architecture artwork of an optical illusion, inspired by the concept of Illusory Contours, in two-dimensional illustration.

The aim is to create an **immersive user experience that** can bring out the essence of the theme in its **texture, depth, scale or shapes, with no constraints**. The selection (architectural element, building, space, etc.) is the 1st part of the challenge and the 2nd part is representation – both require to be represented and evaluated.

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 few process images
5. A statement in about 100 words supporting the artwork - You can attach this as an additional image below your artwork.

Objectives

Selection: Choose an architectural space, building, element, or anything architectural to begin with.

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.

How to submit?

Read all the competition rules and details from the sidebar, and hit **register**. You can pay the entry fee and book your registration right away. The additional resources directly unlock as soon as you register on your dashboard. Once you are ready with your project - begin uploading from the dashboard and follow this tutorial to submit. You can add your team members to your project while submitting it.

Discover the full submission tutorial here: https://to.uni.xyz/uploadtutorial

Additional 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.

This additional resource folder of this competition contains:
Submission Format files in PSD | AI | InDD & Guide to Journal Section + Questions

Learn more on: https://uni.xyz/competitions/ruse/info/about

Base Rules

+ The competitions are open for students and professionals from all the disciplines of design.

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

+ You can submit more than one project but they have to be registered separately.

+ Ensure that the final sheets submitted do not include your name or any other mark of identification.

+ Your submission is linked to your UNI user account which stands as your identification, we do not have any identification codes.

+ This is a design idea challenge only. There is no built commission/realization associated with the problem.

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

Pro Tips

+ Use exploded views to discuss multi-leveled conceptual models better.
+ Mention sheet number on the corner of every sheet.
+ Plagiarism of any idea/form/design / image will be disqualified with a notice.
+ All the sheets or images will be viewed on a digital device. e.g. Laptop screen or projector. Uploaded sheets or images will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.
+ Submit JPEG images only. (PNG will not function)

Judging Criteria

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

Presentation: The fundamental to a good entry is a visual delivery of ideas.

Concept/Idea: Quality of thought and intent in the pre-design phase.

Design Outcome The final visual outcome of the solution.

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 fulfill the above given criterions first in their design. Names of the jury panel will be announced soon.

Disqualification

The competition is protected by our [disqualification policy](#) to support fair play in a competitive environment like UNI. Participants are requested to stick to the details in the brief and connect with the curatorial committee on contact@uni.xyz in case of doubts or revisions.

Please check the link above for details. Failure to adherence may lead to soft or hard disqualification based on the violation.

Yearbook

Winners of this competition will get published in our annual publication known as **UNI Design Explorer** which is released every year. This particular publication is one of the most important design resources released every year for the design community on UNI. Earn these bragging rights by participating in this competition. The project titles featured in this publication series are Winner, Runner-up*, Honorable Mention*, People's Choice, and Editor's Choice.

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 here: https://uni.xyz/competitions/ruse/info/about

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