



Category 4 - 2020 Vision - Sponsored by John-Mark Limited

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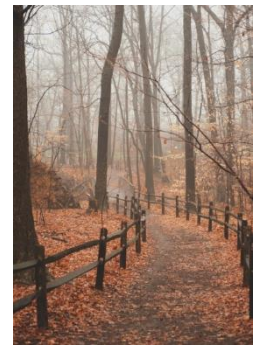


Looking ahead global trends may aspire to wellness, betterment, spirituality and mindfulness; however, how/will/can our environment contribute? Can radical open-ness, advances in clean tech and social responsibility make a positive impact for the greater good of all and how/will/can this translate in our lifestyle?



As life grows more complex, should our surroundings become a practical organised platform of changing data, or, will it result in a nostalgic retrospective chaos?

In this design brief we would like you to create a multi-layered multi-sensory wallpaper with high end exclusive appeal that challenges these global forecasts.



The origins/genesis of the design should show the ability to apply hand crafted artistic techniques that provide the underlying source of integrity to your design.

Of course, it is expected that the finished artwork is produced as a working digital file.

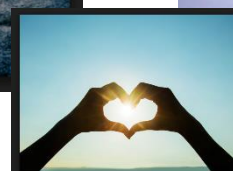
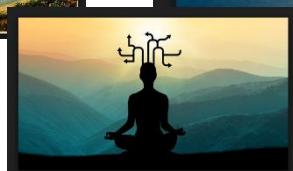
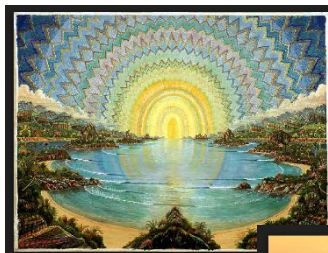
Do not be constrained by the limitations of vertical repeat with conventional print processes.

The finished design should be suitable for digital print - eco-friendly, latex inks. Consider your substrate - non-woven coated, un-coated, mica, foil, textured vinyl, grasscloth?

(Drop us an email if you would like a sample pack of papers).

Key words & prompts:

- ✓ 2020 Better-ness
- ✓ Mindful consumerism
- ✓ Cultural storytelling
- ✓ Authenticity
- ✓ Craftsmanship
- ✓ Illusion



Technical Brief

Category 4

Enter as many designs as you wish

Enter as many categories as you wish but please refer to the design and technical brief for these category/s

Recolouring of the same design is not acceptable as a subsequent entry

You cannot enter the same designs into more than one category

Each design should be original and not a modified version of a previous design

DO NOT MOUNT THE DESIGN ON ANY SECONDARY MEDIA E.G. CARD OR BOARD

DO NOT SUBMIT MULTIPLE REPEATS OF A DESIGN

A physical artwork is not required for this category but you are required to submit 2 x digital files.

Exploit the digital process to its maximum by making the most of the larger repeat sizes and unlimited colour palette.

Use either **Dropbox** or **WeTransfer** to transmit your files to info@i-dott.org

Digital File 1

- 150-300dpi (actual size) depending on how you choose to create your artwork – see below
- 1Gb maximum file size
- Maximum height repeat is 300cms and maximum width repeat is 210cms
- You can create a repeating pattern within these dimensions but the design must repeat – murals are not acceptable

Digital File 2 –used for printing in various publications and other PR

- 300dpi
- 10mb maximum file size
- Maximum height and/or width at 10,000 pixels

Remember to enclose your completed Entry Form and a Signed Assignment of Copyright document