

# CATEGORY THREE

# Animali

# Astratti

SPONSOR

**i - d o t t**

inspiring designers of tomorrow today

The i-dott Charity was set up in 2013 to support, nurture and inspire surface pattern design students internationally

Through our annual competition we offer surface pattern design students the opportunity have their work assessed and critiqued by design experts.

Our Judges are selected from all over the design world and collectively have many years of experience of working in all sectors of the market.

Our board of Trustees, most of whom have been with the charity since the beginning, have drive and enthusiasm as well a fundamental understanding of surface pattern design and of the requirements of the industry.

Particularly with the demise of many of the great manufacturers of the past who continuously employed an army of young apprentice designers to feed the market and push the limits of design, they recognised the importance of encouraging, developing and nurturing tomorrow's Designers – for all our futures.

i-dott is committed to resurrecting this valuable and much needed tradition for the benefit of surface pattern design world-wide.



# Animali Astratti

Animals often feature amongst the pattern collections of design houses across the world.

We are all familiar with fabulous flamingos, brightly coloured tropical birds, cheeky monkeys and leopards and tigers a plenty.

Your brief is to create a pattern that is both **abstract** and **decorative**.

It's an opportunity for you to showcase your illustrative skills. It is a requirement of the brief that your drawing, painting and mark making abilities show through.

Take your elements to the computer to create your repeat but please - no solely computer generated designs for this brief!

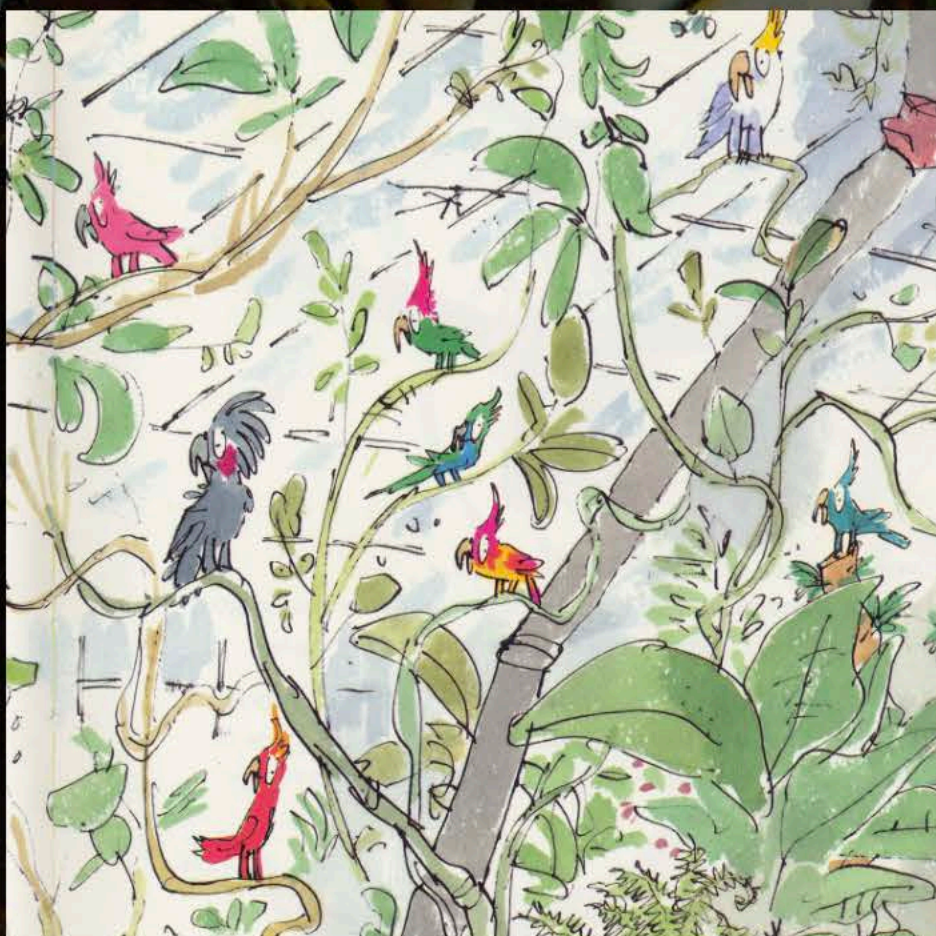
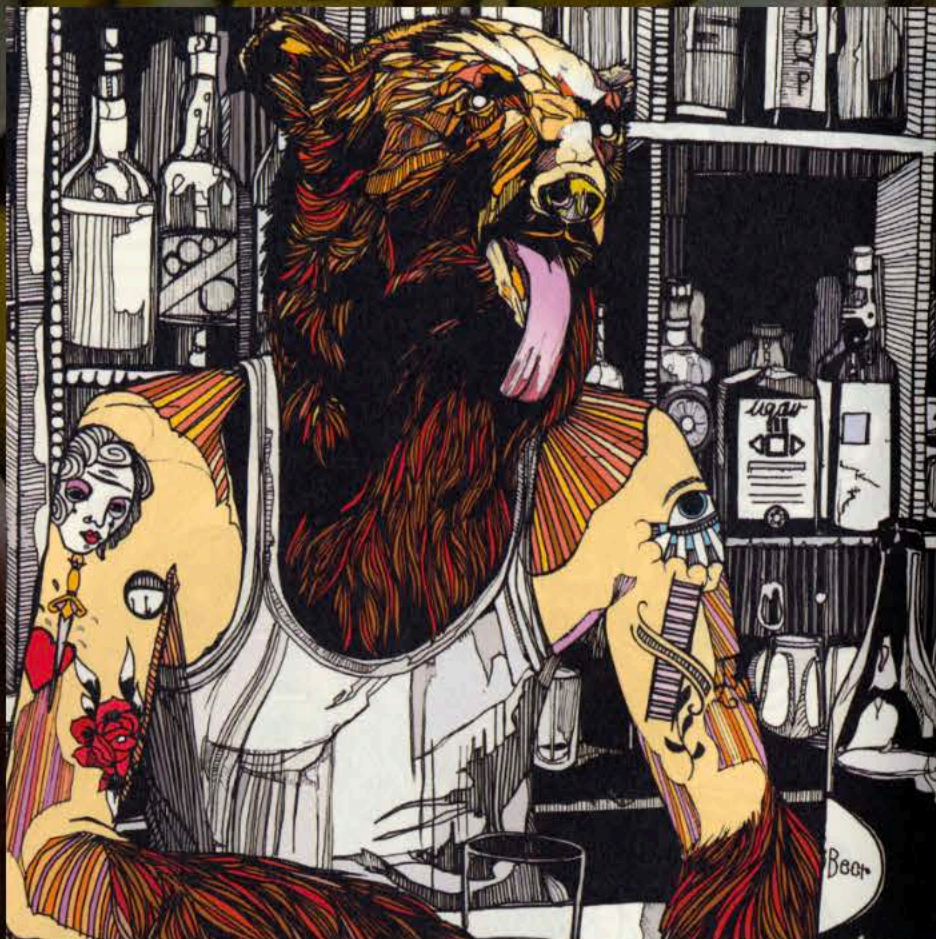
Find inspiration from artists, designers and pattern makers but maybe get out and about to capture some source images.

This is an open brief. The form, pattern and colouration within the animal kingdom who's planet we share is endless - beautiful and colourful and have inspired artists and designers for centuries.

Enjoy!

Brief created by:  
Jason and Trudie Gilliat  
on behalf of iDott

Image credits: Marc Chagall (front page and page 2 background).  
Page 2 from top: Timorous Beasties, Luke Dixon, Quentin Blake







## INFORMATION & REQUIRMENTS

Modifying an existing design by **re-colouring**, **re-arranging** motifs, **changing** textures, **adding** flourishes to existing motifs, **changing** the lay-out and/or **re-sizing** elements is not acceptable and has serious implications and responsibilities under international copyright law

### AND - THIS IS NOT GOOD PRACTICE

- ✓ do not enter the same design into more than one category
- ✓ ensure that all layers (separations) of your work are of the same dimension, at 300dpi and accessible on your tiff file

**Your design is to fits one of the size dimensions options in the table below**

**Ensure that the width and height matching is detectable**

**The lateral match can be straight or off set**

**Do not submit multiple repeats other than to fit the option chosen or any other expressions of your design**

### PANELS ARE NOT ACCEPTABLE

**You will find examples of what is and is not required and more on our website:**

[www.i-dott.org/useful-information/](http://www.i-dott.org/useful-information/)

Unit Size	Width (cm)	Height (cm)	End Use
1	52	53	Wallpaper
2	53	53	Wallpaper
3	52	64	Wallpaper
4	53	64	Wallpaper
5	63	64	Textiles
6	91.50	91.50	Textiles
7	220	64	Textiles
Only use option 8 if your design unit (tile) dimensions exceed those above			
8	140	300	Digital

### YOUR PHYSICAL SUBMISSION

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

Label your work discreetly, using pencil, with your name and category entered on the reverse at the bottom left corner

Send your entries to:

i-dott CIO Suite 23 Blackburn Enterprise Centre Furthergate Blackburn BB1 3HQ

You can contact us at: +44 (0) 7538673651 [info@i-dott.org](mailto:info@i-dott.org)

Remember to enclose your completed & signed **Entry Form** and **Assignment of Copyright** document