

Good Practice – Do's & Don't's

Design is important – it's touches every part of our lives.

From the day we are born to the day that we die we are touch by it, we are influenced by it.

Without design the world would be not as we know it!

We would have nothing - no jobs, no comfortable homes, no efficient transport, no fashionable clothing – Nothing!

Design gets us excited, It is uplifting! It helps us personalise our spaces and environments.

And who would have thought it - It's good for our wellbeing and mental health.

Infringement of copyright is an offence in law and over the ears have cost derlict Designer and Companies huge amounts of money, time and more importantly **reputation** if proven.

A design have 1 colourway or just 20 colourways - it is the SAME design

Please be aware that modifying existing designs 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 could have serious legal implications and responsibilities under international copyright law

AND - THIS IS NOT GOOD PRACTICE

So with that in mind

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

Create a design so that it fits to one of the size options in the table below ensuring that the width and height matching is clear

The lateral match can be straight or off set

Do not submit multiple repeats or any other expressions of your design

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

www.i-dott.org/useful-information/

When is A design not a B design?

| | | |
|---|---|--|
|  |  | Submitting the same design into different categories does constitute 2 separate entries: |
|  |  | Making tweaks to a design by removing or adding elements does not create a new design |
|  |  | Sometimes an element or a shape in a design is so strong and recognisable it cannot be use elsewhere without the risk of infringement of copyright |
|  |  | Recolouring and moving the same elements around to create an alternative lay-out does not constitute 2 designs: |
|  |  | Can you spot the difference? The one on the left is on a white background and the other is on a foil background. This does not constitute 2 designs: |