

04.01 —
06.30.2021



COLOUR DESIGN AWARDS



For more information:
<http://color.artuns.com>

SUPERVISORS
Asian Color Committee
China National Textile and Apparel Council

ORGANISERS
China Fashion & Color Association
Artuns.com

CO-ORGANISERS
China Fashion & Color Association Education Committee
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SUPPORTERS
Wuhan Textile University
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163.Com
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Fashion Color Magazine
CnDesign.com
Douban

The organizing committee reserves the right of final interpretation of this competition.



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AIMS

This competition aims to reveal the latest innovative ideas and innovations of colour design education and practice.

PROGRAMS

Call for entry: April 1st -- June 30th, 2021

First round assessment: 1st – 9th July, 2021

First round assessment: 1st – 9th July, 2021

Final assessment: August 30, 2021.

(The time and location of the award ceremony and the exhibition of the winning works will be further notified)



BRIEF

Colour is a basic component of constructing a lifestyle, an important media for aesthetic and emotional expression, as well as a prominent symbol that manifests local culture and spirituality. As the primary element of vision, colour serves as a tool to explore mystery and enhance creativity, which fosters the design economy, and facilitates social evolution. The application of colour elements and approaches will improve the quality and efficiency in the sustainable development systems, in distinctive and trendsetting ways.

Theme: In the name of colour

CATEGORIES

Communication design

Branding
Packaging design
Book design
Infographics
Cultural and creative design
Interactive Design
Experimental design
Service design

Product design

Industrial design
Domestic design
Fashion design
Jewelry design Accessory design
Craft design

Spatial design

Architecture
Planning
Environmental design
Interior design
Public art
Exhibition design

Film and media

Experimental film
Animation
Comics
Video
Broadcasting
Advertising



The following criteria are used in the assessment of each project in both print and screen-based formats.

Thematic (30%):

Associate the theme of 'in the name of colour', that is, to use colour elements as the core element, showcasing the capability at visual and spiritual level.

Innovative (15%):

Fully reflect the distinctive innovation and uniqueness in colour design, demonstrating the capability of colour imagination and combination.

Practical (15%)

Account for the considerations of production and implementation in a practical sense, demonstrating the potential for mass production in the market.

Environmental (10%)

The materials and production process of the entries reflect a strong sense and value for environmental protection.

Artistic (10%)

Demonstrate the capability for emotional expression, distinctive interpretation, and audience appeal.

Sociality (10%)

Grasp the spirit of the age, social ideology and value orientation, impacting on the lifestyle of current society.

Integrity (10%)

The presentation of the work should fully reflect the design concept and content, applied through a holistic and integrated approach.



AWARDS

Platinum Award (1)
(¥30,000)

Gold Award (1)
(¥10,000)

Silver Award (3)
(¥5,000)

Bronze Award (5)
(¥2,500)

Commendation Award

Shortlisting Award

Supervisor Award

Institution Award

Recommendation Award



COLOUR DESIGN AWARDS

ENTRY

Full-time under- and post-graduate students at universities and colleges internationally are eligible to submit. As the awards are rewarded to successful entrants, only the work of individual students can be assessed.

ONLINE REGISTRATION

Registration is FREE.

Details of how to register is available on <http://color.artuns.com>

SUBMISSIONS

Applicants are eligible to submit only 1 piece, or 1 group project. Submission must be electronic format, as follows.

Submission requirements:

- Size: A3 (297x420mm)
- Resolution: 300dpi
- Format: jpeg
- Each upload is not less than 2M and no more than 3M
- For video, the format is mp4, no more than 30M.
- The file name shows as: "Category+Author Name+Number"

COPYRIGHT

The work must be original, and the designer retains independent intellectual property rights (copyright). The organizing committee has the right to publicize, publish, distribute and perform the contestants' entries and their photos and images.

DELIVERY

Designers who have won the Bronze Award or above shall provide the physical products for the exhibition according to the requirements of the organizing committee before the award. The organizing committee will be responsible for the mailing cost and proper storage. If the works are damaged or lost, the organizing committee will make economic compensation after consultation with the designer.

TERMS AND CONDITIONS

The organizing committee reserves the right of final interpretation of this competition.

Contact Email

enquiries@artuns.co