FALMOUTH
UNIVERSITY

POSTCARD DESIGN BRIEF 2014

FULL DETAILS FOR SUBMISSIONS

Thank you for showing interest in taking part in this call out for designs for a series of postcards featuring work and quotes from our alumni and current students that will be used in combination with our 2016 prospectus.

The brief
To illustrate, draw, doodle, design, photograph, handwrite, build or create an image in any way you choose to fit the proportions of an A6 postcard space (portrait format) based on one of the following themes:

a)   Falmouth being ranked the No 1 Arts University in the UK (2015 Sunday Times league tables) eg a graphic/illustrative treatment

b)   A great statistic or interesting fact linked to your cohort, colleagues or the University

c)   For alumni, a submission related to where you are now eg working at the Globe Theatre, Editorial Assistant at Orchard Books, Creative Director at Saatchi & Saatchi. This could be anything from a photograph of recent work eg a textile design, graphic or illustrative treatment to a handwritten quote

The above will form the front of the postcard but we're keen to also get quotes from alumni and students who submit work on the following that could be used on the reverse side:

1   Advice for new students looking to go to university

2   Comment on what Falmouth did for you in terms of your career

3   The best thing about your time at Falmouth

4   Advice for students on making the most of their time at university

5   Advice to students on getting the best job

Deadline
We need your designs by Friday 12 December 2014, so that we can select our favourite eight and then have time to place your text and images into the artwork before we go to print.

What's in it for you?
A £50 amazon voucher for you or a £60 donation to the charity of your choice for the designs that are selected

Criteria

a)   Entry is open to all and there's no limit to the number of entries you can submit

b)   By submitting your entry you agree that Falmouth University may use your images in promotional materials - printed and on the Falmouth University website and our social media channels. Images will be fully credited and copyright remains with the artist. We may also wish to link to your website or blog and reference your work

c)   You are responsible for ensuring you are not conflicted contractually by submitting an entry

How to upload your images
Your images need to be high resolution, approximately 300 dpi jpegs. If they are under 10MB they can be emailed to brand@falmouth.ac.uk

Remember to give us the following information:

1   your full name and contact details

2   the foundation or undergraduate degree you are studying or have graduated from, including the year of graduation

3   what you are doing now, which company you are working for, and where in the world (alumni only)

4   any social media handles and website details

Contact details
If you have any questions or queries please don't hesitate to get in touch.
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Social media: #postfal