



with the Canada Millennium Scholarship Foundation  
Design Exchange National Student Design Competition

*Design Exchange has partnered with the Canada Millennium Scholarship Foundation to challenge graphic design and fine art/visual art students to design the Certificate of Excellence for its Millennium Excellence Award Program.*

The Canada Millennium Scholarship Foundation is a private, autonomous organization, created by the Canadian government in 1998. The Foundation exists to promote access and achievement at the post-secondary level and provides approximately \$350 million each year in the form of bursaries and scholarships to over 125,000 Canadian students.

### **About the Millennium Excellence Awards Programs**

The millennium excellence awards recognize, support and encourage talented Canadians who are pursuing post-secondary studies and who are making a significant contribution to their communities, who demonstrate capacity for leadership, and are committed to academic achievement and innovation. Millennium excellence awards are not prizes for benchmarks achieved; they are investments in the development of Canada's future leaders.

More than 2,000 awards worth from \$4,000 to \$20,000 are distributed annually to students. A range of developmental opportunities are made available to the top award recipients such as a national conference, institutional chapters, project grants and an on-line community.

### **Design Brief**

#### Strategic Focus

The challenge is to design a unique and memorable award certificate and presentation folder for the laureates of the Foundation's *millennium excellence award*. The document should reflect the Foundation's key messages of recognizing and encouraging Canada's student achievers and tomorrow's leaders.

#### Project Mandate

- Associate Foundation with *Excellence & Innovation*
- Reinforce the goals & significance of the millennium excellence award
- Promote student teamwork and inter-disciplinary collaboration
- Increase visibility of the Foundation with post-secondary students, colleges & universities, the general public and the media

#### Certificate Objectives

- Provide a tangible mark of recognition for millennium excellence award laureates' achievements and potential
- Reflect core values of the Millennium Excellence Award Program (i.e. community involvement, academic excellence, leadership ability, innovation)



DESIGN EXCHANGE  
EDUCATING CANADIANS ABOUT THE VALUE OF DESIGN.

- Enhance and reinforce group identity and connection among millennium excellence award laureates
- Create a unique and memorable award with lasting value

#### Target Audience(s)

- Recipients of the millennium excellence awards (laureates)
- Secondary and post-secondary students across Canada
- Canadian secondary and post-secondary educational institutions and instructors
- Political and community leaders (MPs/senators involved in award ceremonies across Canada)
- Parents
- Canadian media
- General public

#### Distribution

- 2,000 millennium excellence award certificates across Canada
- Conferred at high school or college/university ceremonies across the country or mailed

#### Creative guidelines\*

- Recognize and leverage the value of the Foundation's corporate brand
- Observe clear communication guidelines
- Utilize Foundation logo
- Incorporate standard certificate text
- **Be bilingual (English & French copy to be provided)**

\* *Graphic standards and certificate text will be supplied to competition entrants once they submit CONNECT entry form.*

#### Production Budget

Up to \$12,500 Entrants must cost out their work so it fits within the set production budget (cost of paper, printing of 2,000 certificates, presentation folder, if required, and packaging).

#### Judging

Valid entries sent to the Design Exchange by Thursday March 20th, 2008 will be reviewed by a panel of experts, including judges from Design Exchange, the Canada Millennium Scholarship Foundation and the fine art/visual art and design academic communities.

The jurors will select the best design concept based on the following key criteria:

- Is the solution well-executed?
- Functionality
- Creative process
- Adherence to competition criteria

- Ability for design to reflect breakthrough thinking
- Overall presentation

The jury may select first, second and third prize winners from the competition entries, but only if entrants have followed required submission guidelines and design criteria. If design entries do not meet appropriate standards, the jury reserves the right not to award prizes. The jury's decision is final. *CONNECT* winners will be announced at a reception at Design Exchange in May 2008.

### Why Participate?

- Prizes (1<sup>st</sup> prize: \$3,000 ; 2<sup>nd</sup> prize: \$2,000 ; 3<sup>rd</sup> prize: \$1,000)
- Student recognition among the arts and design communities
- Recognition for art and design schools with winning entries
- National exposure (certificate visibility at cross-Canada award ceremonies: name of certificate designer(s) and school(s) printed on all certificates)
- Real-world experience and the opportunity to work collaboratively with a professional design team to implement the winning design
- *CONNECT* Certificates of Accomplishment (participating students & schools)
- \*\*Featured in *CONNECT* Design Exchange National Student Design competition exhibition
- Featured on DX and Foundation web sites

### \*\* *Connect* Design Exchange National Student Design Competition Exhibition May 2008

#### Who should participate?

Participation is open to students enrolled in a post-secondary graphic design or fine art or visual art program. Group submissions by graphic design and/or fine art/visual art students are encouraged. To be eligible, students must be Canadian citizens or permanent residents within the meaning of the Immigration Act.

#### How to participate?

In order to participate in the competition, please contact Katie Weber, Project Coordinator at Design Exchange, [connect@dx.org](mailto:connect@dx.org) or 416.216.2138.

#### All entries should include: (Please check box)

**A completed student registration form**

**Two Design Boards:** Foam core boards (24"x 18", no more than 3/16" thick). Boards should include the student's name in the back right hand corner.

**A Project title and Concept Statement (one sentence)** - must appear on the presentation board(s). The concept statement should summarize the design concept and its objectives.

**A project overview** (no more than 500 words). This overview demonstrates how the project meets the design criteria, and provides background to the project as well as information on the development process, target market, functionality and key benefits. This overview should demonstrate how the project addresses/meets the: Project mandates, certificate objectives, creative guidelines and production budget. **The overview should be included in a separate booklet and a copy attached to the back of the design board(s).**

**Visuals affixed to the design boards.**

**A CD** – with a print-ready, digital file of the project.

One or more **photos** of the designer(s) with their design board for use in press releases and on the DX and Foundation Web sites. Photos of school faculty is also desirable.

**Names of designers** should not be listed on the front of the design boards.

### **Submission Deadline:**

Design entries must be sent postage-paid by 5 p.m. Thursday, March 20th, 2008. Late entries will not be accepted.

### **Where to Submit?**

Please submit entries to the following address:

Connect Student Design Competition  
Design Exchange  
234 Bay Street P.O. Box 18  
Toronto-Dominion Centre  
Toronto, ON M5K 1B2 Canada

Design Exchange will not be able to verify or acknowledge the receipt of design entries. If this is a concern, it is suggested that your entry be mailed/shipped using a traceable delivery method.

### **Returns**

Entries will not be returned. If you would like a project to be returned, you must arrange this after the awards ceremony and exhibition take down. Entrants are responsible for shipping costs. The Design Exchange and Canada Millennium Scholarship Foundation are not responsible for lost or damaged entries. For more information contact Katie Weber 416.216.2138 e-mail: [connect@dx.org](mailto:connect@dx.org).

### **Intellectual Property/Priority Rights/Rights of Publication**

By entering the competition, the entrant: (i) agrees that the Canada Millennium Scholarship Foundation and the Design Exchange will have the right to use and/or publish in any medium and for any purpose, without compensation, the submitted design as follows: an exclusive right during the competition and for a period of six

months following the date the competition closes and a non-exclusive right thereafter (during the competition and the six-month period of exclusivity [until December 31, 2008], the entrant may not use the work in any manner, for example, the submitted work may not be submitted to other competitions or published; in the case of the first, second and third place winners see additional requirements described below), (ii) certifies and warrants that the submitted design is the entrant's own original work and that the design, including its eventual publication by the Canada Millennium Scholarship Foundation and/or the Design Exchange, does not and will not infringe any right of any third party, including intellectual property rights and rights of privacy and (iii) agrees that the Canada Millennium Scholarship Foundation and the Design Exchange may use either during or at any time following the competition, but in relation to the competition, the name, educational institution and photograph of the entrant without restriction or compensation.

To be declared a first, second or third place winner in the competition, such persons must sign, prior to April 30, 2008, the Canada Millennium Scholarship Foundation's assignment in which the winner: i) assigns all intellectual property rights in the design (including an assignment of copyright and a waiver of moral rights) to the Foundation (though the winners will be granted permission in the assignment document to place their work in their professional portfolio) and (ii) recertifies and warrants that the submitted design is the winner's own original work and that the design does not infringe on any right of any third party.

### **Termination of *CONNECT* Design Challenge**

Design Exchange and the Canada Millennium Foundation reserve the right to suspend, modify, terminate or cancel the *Connect* Design Exchange Competition at any time.

