



# RAISE THE BAR 2017



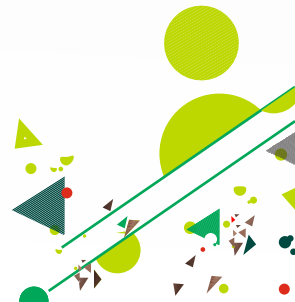


# The Introduction

The Administration of Nigerian Graphic Designers, in partnership with Cr8ive Xpats, mascot arthouse, Yox and Crownworth Communications, is pleased to announce this encouraging graphic design competition tagged RAISE THE BAR 2017.

This competition challenges freelancers and young designers to submit top-notch and exquisite brand identity development system of top standard and stand a chance to win prizes.

**This competition is geared at inspiring upcoming designers to thoroughly research, learn and execute competitive design solutions that meet global standard in order to develop the Nigeria creative design industry.**

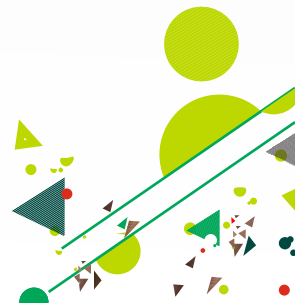




## The Brief

Luxuria, a well-known Nigerian brand offering exquisite luxury lifestyle concierge services, recently almost declared bankruptcy. It has now attracted a significant investment from foreign investors.

**The brand wants to completely revamp its business with top-notch service delivery.**



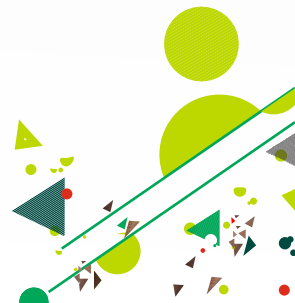


# The Requirements

**You are required to develop a total brand package for LUXURIA with a mini style guide and essential marketing communication items, some of which should include:**

- Logo and its meaning + colours
- Payoff line
- Stationery
- POS materials  
*(roll up, feather banner, pop-up banners, T-shirts etc)*
- Marketing communication materials  
*(brochure, flyer, creative ads, etc)*
- Signage
- Vehicle branding
- Other interactive elements  
*(animated gifs, video, website UI design)*

**\*Kindly note that extensive effort will be given topmost consideration.**

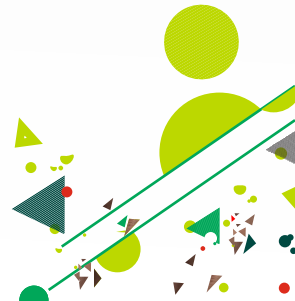




# The Entry Requirements

**Our easy-to-follow submission guide requires you provide, during submission of your work, the following:**

- Your full name
- Your bio
- Your whatsapp number
- Facebook link or name
- Your location
- Project title
- Date of submission
- Time of submission
- File Formats - Accepted file formats for digital images include: .jpg or .jpeg; and PDF in RGB color mode. - Accepted file formats for video include: .mov; .avi; .mp4;





# The Duration

Interested participants must indicate their interest no later than  
**4:50pm, September 27, 2017.**

Deadline for Submission of Work  
**4:50pm, October 16, 2017**

Announcement/Reward of Winners  
**October 23, 2017**

Venue/Submission Portal  
**Upload to NGD through her Facebook Messenger**

# The Eligibility

This competition is designed for young Nigerian designers living in Nigeria, hence creative designers outside Nigeria are NOT eligible. Also, employees of all the partners and sponsors' and their immediate families are not eligible.





# The Prizes

## 1st Prize

**N30,000 + internship**

## 2nd Prize

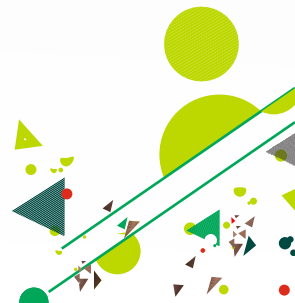
**10,000 + internship**

## Best 3 – 5

**Will have 3 months intensive online mentorship with sponsors for free**

**Aside from the prizes, all winners will:**

- be announced in a feature article on NGD and featured in its online gallery.
- be opportuned to serve as an intern in sponsor's firm.
- receive a downloadable pdf award certificate in recognition of his or her prize.





# The Judging Process

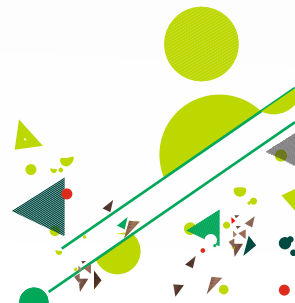
Every eligible entry will be viewed by judges. Judges' decisions are final. Judges reserve the right to question, reject or accept entries. Judges will independently scrutinized each entry with her guiding score formula and award mark accordingly.

Judges will review your projects with a keen eye in search of creative, solid, compelling, work that meets project brief.

Note that, as this is a design competition, a great idea on its own is typically not enough to be awarded. That idea must also be executed well in terms of the main tenets of design (typography, composition, hierarchy, etcetera).

## Score Guidelines

- Creative intelligence: 30%  
*(7.5% per judge)*
- Aesthetic beauty: 30%  
*(7.5% per judge)*
- Interpretation of brief: 30%  
*(7.5% per judge)*
- Number of deliverables: 10%  
*(2.5% per judge)*







**Award Winners will be notified by  
October 23, 2017 through their  
Facebook inbox or whatsapp  
messenger and the NGD page**

