



The Extended Competition Deadline for the Creation of the Visual Identity of the Academy of Arts and Culture in Osijek

The Academy of Arts and Culture in Osijek (AUK) is an artistic and scientific institution of higher education which includes a wide and complex array of study programmes in the arts and culture that harmoniously blend within one institution, making it unique, attractive and recognisable in the Republic of Croatia and in the region.

It is a very heterogeneous institution of higher education that can educate different types of students whose aim is to develop a creative, multidisciplinary and provocative approach to various aspects of the arts and culture. The Academy carries out programmes in four different artistic fields (music, fine arts, theatre and applied art) as well as in interdisciplinary social sciences and the humanities, which comprises five institutions in one.

The Academy of Arts and Culture in Osijek extends the competition deadline for the creation of the visual identity (logo), published on April 1st, 2021. The competition is open to all full-time and

part-time students of academies and other faculties (Faculty of Graphic Arts, Faculty of Architecture...) in the Republic of Croatia and in the region.

The second round of the competition will include the best four entries from the first round (codes: 5E, 10J, 16P, 20T). The participants who have taken part in the first round can also apply.

Competition publication date: May 17th, 2021.

Deadline for the acceptance of completion entries: July 7th, 2021 until 12:00.

Competition jury

The Logo Selection Committee consists of five members, the representatives of the Academy of Arts and Culture in Osijek

Prizes

One monetary prize is awarded for the visual identity of the Academy of Arts and Culture in Osijek. The total net value of the prize fund is 12,000.00 kn. It is awarded to the competition winner. The total prize fund includes:

1. The monetary prize for the creation of the visual identity the net value of which is 5,000.00 kn.
2. The financial compensation for the development and application of the visual identity in accordance with the Logo Selection Committee the net value of which is 7,000.00 kn.

Conditions

All full-time and part-time students of art academies and other similar faculties (Faculty of Graphic Arts, Faculty of Architecture...) have the right to participate as authors.

The members of the Logo Selection Committee and the members of their immediate families cannot participate in the competition.

Each candidate can participate in the competition with up to three works. The institution will regulate any further use of the chosen work by means of a contract while the authors will retain all the rights granted by the Copyright and Related Rights Act (the Official Gazette of the Republic of Croatia 167/03, 79/07, 80/11, 125/11, 141/13, 127/14, 62/17, 96/18).

Content and submission of the competition work

The proposals should meet the competition conditions and they should be sent in the electronic form at the address aukos@aukos.hr until **July 7th, 2021 (12:00)**.

The following abbreviation has to be included in the email subject line: **“Vizualni identitet AUK – za natječaj”**.

The competition proposals have to be sent in one zip file entitled **“Vizualni identitet AUK”**. Only the text of the email should contain the general information since the jury will judge the proposals anonymously.

The content of the competition proposal has to include the following:

Note: the primary colour of the logo is red which can imply the derivatives of the red colour according to the tonal scale.

1. proposal of the visual solution – sign / logo:

full colour and black/white; 1000 dpi jpg, 1000 dpi tif, pdf

including the basic standards: positive, negative, sign and logo relationship, system of characteristic colours (usage of the sign, the colour and the black and white varieties), definition of the characteristic font (primary and perhaps secondary typography), minimal space, allowed degree of minimalizing, usage in different formats / vertical and horizontal – shown for each variant of the sign / logo usage.

2. standard of the typography and font accompanying the sign and logo

Croatian:

Full name: Akademija za umjetnost i kulturu u Osijeku

Abbreviation: AUK

English:

Full name: Academy of Arts and Culture in Osijek

Abbreviation: AUK

3. proposal description and explanation (up to 1 standard page)
4. Applications of the proposal
5. Student status certificate

In order to put forward the explanation and show how to use the proposal, several photomontages should be included.

General information on the author:

1. author's first and last name, OIB (Personal Identification Number), telephone number and email address

2. CV

3. weblink to web pages that offer additional information about the author

(* optional)

Once their proposal is received, each candidate will be provided with confirmation and a code.

Any question regarding the competition can be sent until **June 7th, 2021** at aukos@aukos.hr, with the following email subject line: "Vizualni identitet AUK – pitanja".

Akademija za umjetnost i kulturu u Osijeku

Ulica kralja Petra Svačića 1f

31000 Osijek

www.aukos.unios.hr
