

magdalena



Magdalena 12th International Festival of Creative Communication
13th-16th May 2010 | Maribor, Slovenia | www.magdalena.org



OBEY THE HOLY DEADLINE

ENTRY KIT

Magdalena, 12. mednarodni festival kreativne komunikacije

13.-16. Maj, 2010, Maribor, Slovenija

Rok za prijavo del: 30. april 2010

On-line prijave! Za prijavo (v določenih kategorijah) del ni potrebno pošiljati!

www.magdalena.org

O TEKMOVANJU

Festivalske nagrade: Magdalena, zlata in srebrna modrci, so ene izmed najbolj zaželenih nagrad med mladimi ustvarjalci v Evropi.

Letos lahko mladi prijavijo svoja dela v štirinajstih kategorijah: tisk, zunanji mediji, mali promocijski materiali, glasbeni spoti, televizijski oglasi, spletne strani, kreativne medijske vsebine za splet, eksperimentalni mediji, tipografija, oblikovanje knjig, časopisov, revij, CD ovitkov, embalaže ter vizualne podobe.

Šest mednarodno priznanih strokovnjakov izbira in nagraduje najboljše primere javne komunikacije, glavni kriterij ocenjevanja pa je ideja samega dela. Ravno zato so na tekmovanju dobrodošli vsi - tako amaterji, kot profesionalci.

Magdalena bo podelila nagrade zmagovalcem v soboto, 15. maja, na zaključni slovesnosti v Mariboru. Nagrajena dela bodo objavljena v letnem zborniku in predstavljena na raznih dogodkih doma in v tujini, kjer gostuje Magdalena. Vsa prijavljena dela bodo predstavljena na spletni strani festivala.

POGOJI ZA PRIJAVO

Tekmovanje je mednarodno.

Na festivalu tekmujejo dela ustvarjalcev starih največ 30 let. Sodelujejo lahko posamezniki, ki so se rodili po 13. maju 1979. V primeru, da ima delo več avtorjev, morajo vsi avtorji izpolnjevati ta pogoj. Vsaka prijava mora vsebovati dokazilo o starosti avtorjev - sliko osebnega dokumenta. Ostali sodelujoči (mentorji na fakultetah, organizatorji, avtorji glasbe ...) so lahko starejši od 30 let.

Namen prijavljenih del mora biti promocija idej, ljudi, blagovnih znamk, izdelkov ali storitev.

Dela so lahko nastala po naročilu ali ne, lahko so bila objavljena ali ne, zavržena s strani naročnika ali narejena posebej za festival. Dejanska objava ali predvajanje dela ni pogoj.

Vsako delo pa mora imeti jasno sporočilo in mora biti namenjeno točno določenemu občinstvu.

Dela neznanih ali anonimnih avtorjev bodo izločena iz tekmovanja.

Dela, ki so sodelovala na prejšnjih festivalih Magdalena, letos ne morejo sodelovati.

Organizatorji lahko objavljajo prijavljena dela za promocijo festivala.

Organizator lahko po lastni presoji delo uvrsti v ustrežnejšo skupino. Podrobnejša pravila tekmovanja in kriterije ocenjevanja si oglej na www.magdalena.org.

Magdalena, 12th International Festival of Creative Communication

13th - 16th May 2010 / Maribor, Slovenia

Deadline: 30th April 2010

Submit your work on-line!

www.magdalena.org

ABOUT THE COMPETITION

Magdalena awards - Magdalena, Golden & Silver Bras - are one of the most desired international recognitions for creativity by young people in Europe.

This year young creatives can compete in 14 categories: print, outdoor, small promotional materials, music videos, TV ads, web pages, creative media content for the web, experimental media, typography, book, newspaper, magazine, packaging and CD cover design.

Six internationally acknowledged professionals select and award the best examples of public communication. The main judging criteria is the idea. Therefore the competition is open to everybody - amateurs and professionals.

This year Magdalena awards will be presented on 15th May at the closing ceremony in Maribor, Slovenia. All the winners, plus a wider body of the year's best work, are showcased on Magdalena website, in the Magdalena Yearbook and on various Magdalena appearances at related events.

ELIGIBILITY AND CONDITIONS

The competition is open to authors worldwide.

It is open to all authors of 30 years or younger, to all who were born after 13th May 1979. If the entry was created by more than one person, all authors must have been born after 13th May 1979. Each submission must be accompanied by a photocopy or scan of a legal document with a clearly visible date of birth for all authors in question. Other people who supported the project (mentors, project managers, authors of music, etc.) are not subject to this rule.

The entry must be created to promote ideas, people, brands, products or services.

The entries may have been commissioned or not, published or not, rejected by the client or designed especially for the festival. Actual publication or broadcast of an entry is not required.

However, each entry must have a clear message and be aimed at a clearly defined audience.

The entries submitted to either of the previous Magdalena festivals cannot take part in the competition.

Entries of anonymous or unknown authors will be disqualified.

The organizer may use the submitted entries for the promotion of the festival.

Detailed terms and conditions of activities relating to the Magdalena festival are available on the www.magdalena.org.

TEKMOVALNE KATEGORIJE

1. **CUT OUT & KEEP** - tisk
2. **CUT THROUGH** - zunanji mediji
3. **SIZE ISN'T EVERYTHING** - mali promocijski materiali
4. **REWIND** - glasbeni spoti
5. **REWIND** - televizijski oglasi
6. **CLICK THROUGH** - oblikovanje spletnih strani
7. **CLICK THROUGH** - kreativne medijske vsebine za splet
8. **MUD PIE** - eksperimentalno
9. **TIME OUT** - oblikovanje revij in časopisov
10. **TIME OUT** - oblikovanje knjig
11. **TIME OUT** - oblikovanje CD ovitkov
12. **MAKE YOUR MARK** - vizualna identiteta
13. **MAKE YOUR MARK** - tipografija
14. **SIZE ISN'T EVERYTHING** - oblikovanje embalaže

*Eksperimentalno

Danes je lahko medij karkoli. Eksperimentalna skupina je odprta za vse ideje, ki segajo onstran tradicionalnih medijev ali pa te izkoriščajo na povsem nov način.

*Serija

Serijo sestavljata vsaj dve deli iz iste kategorije, ki promovirata isto stvar. Serija lahko obsega največ 5 del.

* Medijska kampanja

Kampanjo sestavljajo dela, ki so prijavljena v vsaj dve različni kategoriji. Dela, ki so prijavljena kot medijska kampanja se potegujejo za Zlati modrc v ustreznih kategorijah in za Zlati modrc za medijske kampanje.

COMPETITION CATEGORIES

1. **CUT OUT & KEEP** - print
2. **CUT THROUGH** - outdoor
3. **SIZE ISN'T EVERYTHING** - small promos
4. **REWIND** - music videos
5. **REWIND** - television ads
6. **CLICK THROUGH** - website design
7. **CLICK THROUGH** - creative media content for the web
8. **MUD PIE** - experimental
9. **TIME OUT** - magazine and newspaper design
10. **TIME OUT** - book design
11. **TIME OUT** - CD cover design
12. **MAKE YOUR MARK** - visual identity
13. **MAKE YOUR MARK** - typography
14. **SIZE ISN'T EVERYTHING** - packaging design

*Experimental

These days you can use almost anything as a medium. The experimental group is open to ideas that reach beyond traditional media or use traditional media in a completely new way.

*Series

A series consists of two to five entries that promote the same subject. All entries in the series must compete in the same category.

*Media campaigns

A campaign consists of entries that compete in at least two different categories. Works in the form of media campaigns compete for the Golden Bra in the according categories and the Golden Bra for media campaigns.

KREATIVNI RAZPISI

Magdalena Magdalena te vabi, da sodeluješ na kreativnih razpisih. Kreativni razpisi so, po vzoru natečajev pravih naročnikov, pripravljene kot tekmovalne naloge. Avtorji morajo pazljivo slediti razpisani nalogi, v nasprotnem primeru dela niso uvrščena na tekmovanje za kreativne razpise.

Dela, prijavljena na posamezne razpise tekmujejo za zlati in srebrni modrc, denarno nagrado v bruto vrednosti 1.000 EUR in druge nagrade festivala. V kolikor naročnike kreativnih razpisov določeno delo prepriča in ga je možno realizirati, so ga pripravljene odkupiti za dodatnih 1.000 EUR. To velja za vsa dela prijavljena na kreativni razpis, ne samo za zmagovalce izbrane s strani žirije. Pravno obvestilo za prijavitelje del na kreativne razpise, s katerimi se mora prijavitelj strinjati, da lahko sodeluje na tekmovanju, jasno določajo, da so organizatorji in sponzorji razpisov upravičeni do uporabe prijavljenih del za promocijo festivala, nagrad in sponzorjeve vloge na festivalu. Pogoji določajo tudi, da bo organizator festivala aktivno sodeloval pri dogovarjanju med sponzorjem in prijaviteljem, če bi sponzor želel uporabiti delo.

RAZPIS A: UGM / Umetnostna galerija Maribor – nova celostna grafična podoba

Pokrovitelj razpisa



UMETNOSTNA GALERIJA MARIBOR

Naloga

Kreativna zasnova nove celostne grafične podobe za UGM z vsemi aplikacijami, vključno z oznakami na novi stavbi UGM in oznakami v notranjosti nove galerije.

Ozadje

UGM / Umetnostna galerija Maribor zaseda mesto enega izmed osrednjih muzejev moderne in sodobne umetnosti v Sloveniji z obsežno zbirko slovenske umetnosti ter bogatim programom mednarodnih projektov s področja sodobne vizualne umetnosti, arhitekture in oblikovanja.

Mestna občina Maribor je novembra 2009 objavila mednarodni arhitekturni natečaj za novo zgradbo UGM, ki bo zgrajena do leta 2012. Zmagovalna arhitekturna rešitev bo razglašena 24. marca 2010. Ob tej priložnosti UGM želi prenoviti svojo celostno grafično podobo, pridobiti rešitve za grafične oznake nove hiše ter predloge za možne oblike oglaševanja.

UGM bo z novo zgradbo 2012 postala sodobno kulturno središče, motor urbane regeneracije ob nabrežju Drave in zgleden primer trajnostno načrtovane arhitekture. Nova zgradba bo gostila zbirko slovenske moderne in sodobne vizualne umetnosti, omogočila predstavitev različnih vrst vizualne umetnosti ter nudila raznolik program za vse generacije.

Vizija nove UGM je, da se bo razvijala kot odprta ustanova z vrhunskimi vsebinami, kot prostor za vso družino, kot gonilna sila znanja ter stičišče ustvarjalnih dejavnosti.

Cilji

Celostna grafična podoba Umetnostne galerije Maribor naj vsebuje:

- logotip
- dopisni papir, kuverte, vizitke
- oznake za zunanost galerije (napisi na stavbi, zastave, druge oznake...)
- oznake za notranost galerije (usmerjalni napisi, druge oznake...)

Ciljna javnost

- obiskovalci mesta in potencialni obiskovalci galerije - urbani, aktivni, starost 25 - 65 let
- širša javnost (mora zvedeti, da galerija kot takšna obstaja)

Pravila

- sporoči, da gre za novo arhitekturo in novo vizijo
- povej, da združuje staro z novim, dediščino z inovacijo
- bodi urban
- bodi mladosten
- prepričaj UGM in njihovo publiko

Če bo tvoja ideja odlična in jo bo možno tudi realizirati, ti idejo odkupimo, čeprav je morda komisija Magdalene ne bo izbrala za najboljšo. Za odkup nudimo 1.000 € bruto

CREATIVE BRIEFS

Magdalena invites you to create entries based on creative briefs. Creative briefs are calls for creative solutions for a specific task and are set by companies or organizations. Authors must follow the brief specifications carefully or their entries will not be accepted to the creative brief competition.

All entries created and submitted to the briefs will compete for the award of 1,000 € (gross value) as well as other festival awards. Legal notice for submissions to creative briefs: The Terms for submitting works for the Festival clearly state that the Organiser and the sponsors of the Festival are entitled to use the work submitted in order to promote the awards and to promote the sponsors' involvement. The Entrant will not be paid for this (except in case of Creative Brief winners), but it could prove to be a valuable means for Entrants to get their work noticed. Similarly, these conditions also state that in the event a sponsor wishes to develop or use any work entered into the Festival, Organiser will actively encourage communication between the sponsor and the Entrant to ensure the interests of both parties are protected.

BRIEF A: UGM/Maribor Art Gallery – new corporate identity

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UMETNOSTNA GALERIJA MARIBOR

Task

Create design of the new UGM corporate identity with all applications, including the signs on the new UGM building and the signs inside the new gallery.

Background

The UGM/Maribor Art Gallery represents one of the central museums of modern and contemporary art in Slovenia. It includes a valuable collection of Slovene art and a wide selection of international projects from the field of contemporary visual art, architecture and design.

In November 2009 the municipality of Maribor issued an international architectural tender for the new UGM building, planned to be completed in 2012. The winning architectural solution will be announced on the 24th of March 2010. At the same time the UGM wishes to renew its corporate identity, obtain new solutions for the graphic signs of the new building, as well as suggestion for possible forms of advertising.

In 2012 the UGM, together with the new building, will become the trendy cultural central point, the engine to the urban regeneration at the Drava riverside and a shining example of well-planned architecture. The new building will give home to the Slovene collection of modern and contemporary visual art, support exhibitions of various forms of visual art and offer a widespread programme for young and old.

The vision of the new UGM is to grow and develop as an open establishment with top content, a place for the whole family, a driving force of knowledge and a meeting point of creative activity.

Goals

The new UGM corporate identity has to include:

- a logotype
- printed stationary: letter paper, envelopes, business cards
- signs on the building's exterior (inscription on the building, flags and other signs)
- signs for the gallery's interior (direction signs, markings...)

Target group

- city visitors and potential visitors of the gallery – modern, active, aged 25 – 65
- wider public (has to take notice of the gallery)

Rules

- Announce the new architecture and new vision;
- inform of the combination of old and new, heritage and innovation;
- be urban;
- be youthful;
- convince the UGM and its audience.

If your idea stands out and can be realized, we will buy it from you, even if the Magdalena does not label it as the best one. And we are prepared to buy your idea for the price of 1.000 € gross.

RAZPIS B: ORTO kolekcija

Pokrovitelj razpisa



Naloga

Zasnuj kolekcijo oblačil za ORTO COLLECTION jesen/zima 2010.

Ozadje

ORTO že pol desetletja navdušuje tudi s svojimi T-shirti, topi, torbami, kopicami, kopalčkami, hlačami in še bi se kaj našlo.

Kreativo in kroje so doslej vedno zasnovali kreativci z agencije, ki skupaj z naročnikom ustvarja ORTO znamko.

In ker je ORTO najbolj odprta znamka, kar jih je, in ker vedno poskrbi za to, da imajo mladi malce več priložnosti, da se izkažejo in uveljavijo v življenju, da presežejo pasivnost in javno pokažejo svoj potencial, da navkljub okostenelim družbenim strukturam in pomanjkanju sredstev ter gorečim predsodkom, ki spremljajo vse urbane subkulture, pridejo do izražanja svojega glasu in kot zmagovalci domov odnesejo bogate nagrade, letos poziva vse fashion in design odvisnike, da soustvarjajo novo ORTO kolekcijo. ORTO kolekcija bo podpisana z imenom, nickom/vzdevkom ali umetniškim imenom zmagovalca. Svoj pečat lahko pustiš na mnogih ritkah in oprsijh. Prijavi se.

Cilji

Predlog kolekcije mora vsebovati vsaj majico in torbo, zaželeno je, da vsebuje tudi ostale kose oblačil ali druge modne dodatke.

Ciljna javnost

- urbani, aktivni, odštekani, modni, drzni, zavzeti, zagrizeni, aspirativni, trend-setting mladi, starost 15 – 30 let.
- strokovna modna javnost

Pravila

- Pravil tako rekoč ni, kolekcija mora biti street wear kolekcija. Ne delaj "prete a porter" ali "haut couture" oblačil, ampak res street wear - oblačila za vsak dan. Edina zapoved: NOSLJIVO!
- ORTO logotip se pojavlja samo na etiketi "ORTO by..."
- Prepričaj strokovno žirijo in predstavnike podjetja Si.mobil z odlično kolekcijo, ki jo bo mogoče realizirati in si za nagrado pribori 1.000 € ter možnost odkupa ideje za še dodatnih 1000 €.

BRIEF B: ORTO COLLECTION

Sponsored by



Task

Create a clothing line for the ORTO COLLECTION autumn/winter 2010.

Background

For half a decade ORTO has managed to fascinate with its T-shirts, tops, bags, caps, swimwear, pants and more.

So far the ideas and the cuts were always designed by the "creatives" from the same agency that together with the client creates ORTO collection.

ORTO is the most adventurous brand there is. It always tries to come up with new opportunities and new ways for young people to prove and establish themselves, overcome inactivity and publicly expose their potential, raise their voice despite the rigid social structures, lack of funding and burning prejudices that walk hand in hand with all urban subcultures and then as winners take home prestigious prizes. And this year it calls for all fashion and design junkies to co-create the new ORTO clothing line. The ORTO COLLECTION will have the signature of the name, nickname or artistic name of the winner. This is the chance to leave your mark on lots of asses, boobs and chests. Sign up.

Goals

In order to compete you must create at least t-shirt and a bag, but it is recommended that you create other pieces of clothing and accessories

Target group

- urban, active, wicked, funky, fashionable, daring, aspiring, trend-setting youth, aged 15 - 30
- competent fashionistas

Rules

- There are practically no rules, the collection just has to be street-wear fit. We are not looking for "prete a porter" or "haut couture" fashion, but genuine street wear. Only command: MAKE IT WEARABLE!
- The ORTO logotype appears only on the etiquette "ORTO by..."
- Convince the jury of experts and the company Si.mobil representatives with your grand collection, which has to be realizable and win yourself a prize worth 1,000 €, with a possibility of a 1,000 € more if your idea is sold.

RAZPIS C: VIDI, VIDI, VIDI

Pokrovitelj razpisa



Naloga

Ustvari glasbeni spot za novi singl DUBIOZE KOLEKTIV.

Ozadje

Dubioza kolektiv je glasbena skupina iz Bosne, sestavljena leta 2003 iz članov skupin Gluho doba against Def Age (Zenica) - Adis Zvekić, Almir Hasanbegović - in Ornamenti (Sarajevo) - Brano Jakubović in Vedran Mujagić. Zadnji so se pridružili Dubiozi kolektiv kitarist Armin Busatlić (ex-SCH, Beastly Stroke), bobnar Senad Suta, tolkalist Orhan Oha Maslo in zvočni tehnik Dragan Jakubović.

Gramofon records so izdali prvi Dubiozin album z istim naslovom aprila 2004. Decembra 2004 je izšel drugi CD Dubioze kolektiv: EP Open Wide, ki zajema komade, ki so nastali v sodelovanju s dub poetom Benjaminom Zephaniahom in Mushom Khanon iz pakistansko-angleške zasedbe Fun-da-mental.

V juniju 2006 je skupina Dubioza kolektiv trgu predstavila album Dubnamite. Album "Firma ilegal" je izšel marca 2008 v Bosni in Hercegovini pri glasbeni založbi Ekipa.

Novi album z naslovom "5 do 12" si lahko od 12. aprila 2010 brezplačno naložite s spletne strani dubioza.org.

Več informacij najdete na www.myspace.com/dubioza in www.dubioza.org.

Problem

Album "5 do 12" (11:55) predstavlja logično nadaljevanje razprave kot je bila zastavljena že s prejšnjimi albumi. Tongue-in-cheek, 30 minutni posnetek, vsebuje 9 pesmi, ki te bodo obnorele. Skorumpirani politiki, birokracija, recesija, uničujoč nacionalizem, sestradani ljudje, so skupino spodbudili, da so ustvarili nov manifest odpora proti takšnemu stanju. "Vidi, vidi, vidi" je prvi singl z gostom Sašo Lošičem Lošo, glavnim pevcem kulturne skupine Plavi orkestar.

Vidi, vidi, vidi

*Vrijeme kao da je stalo samo dani se broje
Ne mogu da vjerujem, dekade dvije stoje
Ovdje je najbitnije ko se kako zove
Sramota da budućnost takvu djetetu mi kroje
Sve dok lutaš kroz život zatvorenih očiju,
igre bez granica opet započinju
I dok gledam naše društvo na najnižem stadiju,
čujem Lošu kako pjeva na lokalnom radiju:*

*"Fa fa fašista, nemoj biti ti,
jer bo ću te ja, draga ubiti"*

*Otkud ovi ljudi, jesul' donjele ih rode
Mali miševi iz rupe, svoje kolo vode
Dokle će da traje ovo mentalno klanje
Kakvo putovanje brate, kakvo putovanje*

*Okolo mene sjeva, jezik mržnje, jezik gnjeva
svako svoje tjera, zar ne postoji mjera
Glave čudnih oblika, negativnih odlika
U mreži su korupcije, čuvaju se funkcije*

*Vidi - 3x
Kakve makine se voze
Kako budžeti se troše
Kakve spodobе nas vode
Vidi koga biraš, na šta glasovi se svode*

*Nema EU, opet viza
Mane posla ni deviza
Narod nema para, vlada kriza
Vlada pohlepa i debilizam
Nema zraka, teško dišat
Puls života jako nizak
Vladari navikli na konformizam
Ponovo feudalizam*

BRIEF C: VIDI, VIDI, VIDI

Sponsored by



Task

Create a music video for the new single of DUBIOZA KOLEKTIV.

Background

Dubioza kolektiv is band from Bosnia, founded in 2003 from members of Gluho doba against Def Age (Zenica) - Adis Zvekić, Almir Hasanbegović - and Ornamenti (Sarajevo) - Brano Jakubović and Vedran Mujagić. Later guitarist Armin Busatlić (ex-SCH, Beastly Stroke), a drummer Senad Suta, percussionist Orhan Oha Maslo and sound technician Dragan Jakubović joined Dubioza kolektiv.

Gramofon records released Dubioza's first self-titled album in April 2004. In December 2004, Dubioza kolektiv second CD is released: EP Open Wide containing tracks featuring dub poet Benjamin Zephaniah and Mush Khan from Pakistani-UK band Fun-da-mental.

In June 2006 Dubioza kolektiv released the album Dubnamite. Album "Firma ilegal" was released in March 2008 in Bosnia and Herzegovina through the record label Ekipa.

The new album named "5 do 12" was released for free download on 12th April 2010. Download will be available from the web site dubioza.org.

More information at www.myspace.com/dubioza and www.dubioza.org.

Problem

Album "5 do 12" (11:55) is representing a logical continuation of the bands discourse set up on previous albums. Tongue-in-cheek, a 30 minute recording, contains 9 songs that strike directly to your head. Corrupted politicians, bureaucracy, recession, devastating nationalism, starving people, inspired the band to make another manifesto of resistance against such state. Song "Vidi, vidi, vidi" (Take a Look) is the first single featuring a guest appearance by Saša Lošić Loša, lead singer of cult band Plavi orkestar.

Take a Look

*As if the time stands still, days are being counted
I just cannot believe, two decades have ended
The most important thing here is: what your name is
It's a shame that such future for my child is shaped
As long as you are wandering through life with your eyes closed,
Games without frontiers will start all over
And as I watch our society at its lowest,
I hear Loša singing on a local radio:*

*"Fa fa fascist, you should not be
Because of that I will kill you, my dear"*

*Where these people come from,
Have they been brought by storks,
Little mice from a hole are running show on their own
When this mental slaughter will come to a close
What journey, my brother?*

*Language of hate and rage flashes all around me
Everybody pushes its own way, is there a limit?
Heads of strange shapes and negative qualities
In the network of corruption preserve their function.*

*take a look at - 3x
What wheels they are driving
In what manner the budget is spent
What kind of creatures are our leaders
Who you are electing, what your votes stand for*

*There's no EU, again we need visa
There's no work and no securities
People have no money, it's time of crisis
Greed and imbeciles dominate
There's no air, it's hard to breath
Pulse of life is very low
Rulers are used to conformity
One again feudalism*

Cilji

Ustvariti je potrebno glasbeni video, ki direktno nagovarja mlade, jih sooči s skorumpiranimi in neodgovornimi dejanji politikov v njihovi lastni politični sferi. Zavedati se moramo, da bi se lahko problemi bosanske politične scene prav tako dobro lahko dogajali tudi v drugih državah.

Sporočilo naj bo proaktivno, naj spodbudi ljudi k akciji, da bodo bolj osveščeni o dogajanju okoli njih, zahtevali spremembe na politični sceni in se zavedali kaj so odgovorna politična praksa.

Ciljna javnost

Ti in drugi mladi, aktivni, odgovorni ljudje, stari med 15 in 30 let.

Pravila

Naloži si mp3 datoteko "Vidi, vidi, vidi" s strani www.dubioza.org.

Najboljše delo razpisa je nagrajeno s 1.000 € (bruto). Če ti uspe prepričati Dubiozo kolektiv in MTV Adria, lahko domov odneseš še dodatnih 1.000 € (bruto) in dobiš možnost za redno predvajanje tvojega videa na MTV Adria.

Vrsto videa lahko sam/a izbereš: domišljjski ali dokumentaren, animiran ali realen.

Videi ne smejo vsebovati kakršenkoli glasbeni, slikovni, video ali drug vizualni material, ki je zaščiten s tujimi avtorskimi pravicami, poslovnimi skrivnostmi ali je kako drugače predmet avtorskih pravic tretje osebe, kot tudi pravic do zasebnosti in objavljanja. Videi morajo ustrezati tehničnim zahtevam, določenim v kategoriji Glasbeni spoti.

Prijave so omejene na kategorijo Glasbeni spoti.

Goals

Creating a music video that would address young people directly, confronting them with the corrupt and irresponsible political practices that are happening in their own political sphere. We need to be aware that the problems on the Bosnian political scene can easily appear in all other countries.

The message should be pro-active, encourage people to act, to be more aware of what is going on around them and push them towards political action to demand changes on the political field and make them aware of responsible political practices.

Target group

You and other young, active, responsible people aged from 15 to 30 years.

Rules and regulations

Download the mp3 file "Vidi, vidi, vidi" from www.dubioza.org.

The best entry in the creative brief is awarded 1,000 € (gross). If you convince Dubioza kolektiv and MTV Adria you can win additional 1,000 € (gross) and a chance to show your video in heavy rotation on MTV Adria.

Videos can be executed in any style: fiction or documentary, animated or live action.

Video submissions must not contain any elements including music, stills, video or other visual material that is protected by someone else's copyright or trade secret or otherwise subject to third party proprietary rights, including privacy and publicity rights. Videos have to be prepared according to technical requirements in the music videos category.

Submissions are limited to MUSIC VIDEOS category.

NAGRADE

Magdalena award

se podeli avtorju najboljšega dela na festivalu in je izbrana med vsemi dobitniki Zlatih modrcov.

Zlati modrci za

- najboljša dela v posameznih tekmovalnih kategorijah;
- debitanta leta;
- najboljši para oglas;
- najboljši dizajn;
- najboljšo animacijo;
- najboljšo uporabo fotografije v komunikaciji;
- najboljšo kombinacijo besedila in oblikovanja;
- najboljšo medijsko kampanjo.

Srebrni modrci se podelijo za

- drugo najboljše delo v posameznih tekmovalnih kategorijah;
- drugi najboljši para oglas;
- drugi najboljši dizajn;
- drugo najboljšo animacijo..

Denarna nagrada

v bruto vrednosti 1.000 EUR za najboljše delo vsakega kreativnega razpisa.

Diplome za finaliste

prejmejo vsi uvrščeni v finale tekmovanja po festivalu po pošti.

Prijavljena dela bodo v času festivala na ogled obiskovalcem na festivalskih prizoriščih. Razstave bodo odprte do 21. 06. 2010.

NAGRADA NEW MOMENT

New Ideas Company za umetnost v oglaševanju

NAGRADA ZA NAJBOLJŠE DRUŽBENO ODGOVORNO DELO

Nagrada za najboljše družbeno odgovorno delo, izberejo jo predstavniki Inštituta za razvoj družbene odgovornosti.

ŽIRIJA

Predsednica žirije

Mel Woods (Velika Britanija)

praktično usmerjeno raziskovanje znotraj umetnosti in oblikovanja

Člani

Damjan Stanković (Srbija)

specializiran za industrijsko in konceptualno oblikovanje ter oblikovanje vizualne identitete

Silvana Catazine (Španija)

grafična oblikovalka

Fehim Hadžimuhamedović (BiH)

Redni profesor, arhitekt, Predstojnik katedre za zgodovino in teorijo umetnosti na Akademiji likovnih umetnosti v Sarajevu

Cille Veerasawmy (Danska)

Samostojna fotografinja in multimedijaska oblikovalka

AWARDS

Magdalena award

is given to the best entry in the competition (selected from Golden Bra winners).

Golden Bra

- best entry in each category;
- newcomer of the year;
- best spoof communication;
- best design;
- best animation;
- best use of photography in communication;
- best combination of copy and design;
- best mixed media campaign.

Silver Bras

- second best entry in each category
- second best spoof communication;
- second best design;
- second best animation.

Money prize

of 1,000 € (gross) is given for the best entry in each creative brief.

Diploma

will be sent to each finalist by post after the festival.

During the festival all entries will be exhibited at the festival venues. The exhibitions will remain open till 21st June.

NEW MOMENT AWARD

New Ideas Company Award for art in advertising.

SOCIAL RESPONSIBILITY AWARD

selected by the Institute for the Development of Social Responsibility

THE JURY

Jury President

Mel Woods (Great Britain)

practice led research in Art and Design

Members

Damjan Stanković (Serbia)

designer specialized in industrial, identity, interface and concept design

Silvana Catazine (Spain)

graphic designer

Fehim Hadžimuhamedović (Bosnia and Hercegovina)

Associate Professor, Architect, Ph.D., head of the Cathedra for History and Theory of Arts at the Academy of fine Arts in Sarajevo

Cille Veerasawmy (Denmark)

Freelance photographer and creative media designer

PRIJAVA DEL

On-line prijave! Za prijavo (v večini kategorij) del ni potrebno pošiljati! Prijava del na tekmovanje je mogoča preko spletnega mesta na naslovu <http://www.magdalena.org/submit/>. Dela bo mogoče prijavljati od 15. aprila 2010..

- Pripravi svoja dela v skladu s tehničnimi zahtevami (glej spodaj).
- Pripravi ID-je z rojstnimi datumi za vse avtorje (slike za upload ali kopije za pošto).
- Pojdi na www.magdalena.org/submit/ in se vpiši (ustvari račun, če si nov uporabnik).
- Izpolni on-line vnosna polja (dodaj dela v svojo »nakupovalno košarico«).
- Izberite metodo prijave del (uploadajte ali pošljite dela po pošti).
- Zapri prijavo del (check-out) in plačaj.
- Pripravi fizična dela (označi pošiljko z ID številko dela) in jo pošlji.
- Spremljaj stanje svoje prijave on-line.

Tehnična navodila

Pri prijavi bodi pozoren/pozorna na to, da prijavljaš dela v ustrezni obliki. Kjer ni drugače označeno, prijava poteka preko spletnih prijav. Zaradi mednarodne žirije naj bodo dela, ki niso v angleškem jeziku, opremljena z angleškim prevodom. Zaradi boljšega razumevanja dela obvezno dodaj sporočilo dela. Organizatorji bodo za razstavo tiskanih del natisnili vsa prijavljena dela v dimenzijah 317x438 mm. Dela, ki ne morejo biti predstavljena na ta način, pošlji po pošti v festivalsko pisarno. Magdalena ne prevzema odgovornosti za poškodovana, izgubljena, ukradena dela ali za dela, ki so prispela prepozno.

CUT OUT & KEEP - tisk

- Dokumenti v formatu JPEG (CMYK; 300dpi; maksimalna kvaliteta) morajo biti naloženi na splet. Najdaljša stranica slike mora biti dolga natanko 420 mm.
- Če želiš, lahko prineseš tiskan vzorec svojega dela v pisarno festivala. V tem primeru vzorec ne sme biti večji kot 700 x 1000 mm in ga je potrebno dostaviti najkasneje do 3. maja 2010. Če želiš, da je ta tvoj vzorec vključen v razstavo, moraš to označiti na obrazcu spletne prijave.

CUT THROUGH - zunanji mediji

- Dokumenti v formatu JPEG (CMYK; 300dpi; maksimalna kvaliteta) morajo biti naloženi na splet. Najdaljša stranica slike mora biti dolga natanko 420 mm.
- Če želiš, lahko prineseš tiskan vzorec svojega dela v pisarno festivala. V tem primeru vzorec ne sme biti večji kot 700 x 1000 mm in ga je potrebno dostaviti najkasneje do 3. maja 2010. Če želiš, da je ta tvoj vzorec vključen v razstavo, moraš to označiti na obrazcu spletne prijave.

SIZE ISN'T EVERYTHING - mali promocijski materiali

- Vzorec svojega dela dostavi ali pošlji po pošti v pisarno festivala pred 3. majem IN naloži EN dokument v formatu JPEG (CMYK; 300dpi; maksimalna kvaliteta) na splet. Najdaljša stranica slike mora biti dolga natanko 420 mm.
- Če ne moreš poslati vzorca svojega dela, naloži datoteko z največ šestimi fotografijami, ki najbolje predstavljajo tvoje prijavljeno delo.
- Če želiš, lahko prineseš tiskan vzorec svojega dela v pisarno festivala. V tem primeru vzorec ne sme biti večji kot 700 x 1000 mm in ga je potrebno dostaviti najkasneje do 3. maja 2010. Če želiš, da je ta tvoj vzorec vključen v razstavo, moraš to označiti na obrazcu spletne prijave. Vzorec tvojega dela bo predstavljen na festivalski razstavi. Če želiš, da ti ga po festivalu vrnemo, prosimo, da v paket s svojim delom priložiš tudi prošnjo za njegovo vrnitev.

REWIND - glasbeni spoti

- Datoteke morajo biti naložene na splet ALI poslane na CD-ROMu v festivalsko pisarno. V tem primeru, mora biti CD-ROM dostavljen do 3. maja 2010.
- Glasbeni spoti ne smejo biti daljši od 10 minut (600 sek). V datoteki mora biti audio in video del združen v en posnetek.
- FORMAT: HD 1080p; 16:9 (aspect ratio); 1920 x 1080 pixels (resolution); 25-30 fps (frame rate); 15-25 Mbps (bitrate)
- FORMAT: PAL; 16:9 or 4:3 (aspect ratio); 720x576 pixels (resolution); 25 fps (frame rate); 8-15 Mbps (bitrate)
- FORMAT: NTSC; 16:9 or 4:3 (aspect ratio); 720x480 pixels (resolution); 30 fps (frame rate); 8-15 Mbps (bitrate)
- Zvok: 48kHz, 16-bit AIFF (2.0 Dolby Digital or. ac3, 192kbps)
- Codec: MPEG2 codec = Mpeg2 / MPEG4 or MOV codec = H.264

REWIND - televizijski oglasi

- Datoteke morajo biti naložene na splet ALI poslane na CD-ROMu v festivalsko pisarno. V tem primeru, mora biti CD-ROM dostavljen do 3. maja 2010.
- Televizijski oglasi ne smejo biti daljši kot 3 minute (180 sek). V datoteki mora biti audio in video del združen v en posnetek.
- FORMAT: HD 1080p; 16:9 (aspect ratio); 1920 x 1080 pixels (resolution); 25-30 fps (frame rate); 15-25 Mbps (bitrate)
- FORMAT: PAL; 16:9 or 4:3 (aspect ratio); 720x576 pixels (resolution); 25 fps (frame rate); 8-15 Mbps (bitrate)
- FORMAT: NTSC; 16:9 or 4:3 (aspect ratio); 720x480 pixels (resolution); 30 fps (frame rate); 8-15 Mbps (bitrate)
- Zvok: 48kHz, 16-bit AIFF (2.0 Dolby Digital or. ac3, 192kbps)
- Codec: MPEG2 codec = Mpeg2 / MPEG4 or MOV codec = H.264

SUBMISSION PROCESS

There is no need to send your entries by post. For the most types of entries only on-line submission is required. To submit login to the on-line submissions at <http://www.magdalena.org/submit/>. The submissions will be open from 15th April 2010.

- Prepare your entries according to technical requirements (see below).
- Prepare IDs with dates of birth for all authors (images for upload or copies for posting).
- Go to www.magdalena.org/submit/ and login (create account if you are new user).
- Complete on-line forms (add entries to your shopping bag).
- Choose submission method (upload or send entries by post).
- Close submission package (check-out) and pay.
- Prepare physical entries (mark package with entry ID numbers) and send it (Only if applicable).
- Track status of your submission on-line.

Technical requirements

The entries in most categories can be uploaded on-line. Please, provide an English translation for non-English entries. For the purpose of the print exhibition the organisers will print files in the dimensions 317 mm x 438 mm. Entries that cannot be presented in such a way must be sent by post to the festival office. Magdalena accepts no liability for late, damaged, lost or stolen materials.

CUT OUT & KEEP - print ads

- Files in JPEG format (CMYK; 300dpi; maximum quality) must be uploaded on-line. The longest side of the image must be exactly 420 mm long.
- If you wish, you can deliver a printed sample of your work to the festival office. In this case, the sample cannot exceed a size of 700 x 1000 mm and has to be delivered by 3rd May 2010. If you want the delivered sample to be displayed at the exhibition, you have to mark that on the on-line submission form.

CUT THROUGH - outdoor

- Files in JPEG format (CMYK; 300dpi; maximum quality) must be uploaded on-line. The longest side of the image must be exactly 420 mm long.
- If you wish, you can deliver a printed sample of your work to the festival office. In this case, the sample cannot exceed a size of 700 x 1000 mm and has to be delivered by 3rd May 2010. If you want the delivered sample to be displayed at the exhibition, you have to mark that on the on-line submission form.

SIZE ISN'T EVERYTHING - small promos

- Deliver or send a sample of your work by post or personally to the festival office before 3rd May AND upload ONE file in JPEG format (CMYK; 300dpi; maximum quality) on-line. The longest side of the uploaded image must be exactly 420 mm long.
- If you do not have the possibility to send a sample of your work, upload a file with up to six photos that best represent your work you are registering to the competition. If you wish, you can deliver a printed sample of your work to the festival office. In this case, the sample cannot exceed a size of 700 x 1000 mm and has to be delivered by 3rd May 2010. If you want the delivered sample to be displayed at the exhibition, you have to mark that on the on-line submission form.
- A sample of your work will be exhibited at the festival exhibition. If you wish to have it returned after the festival, please make that clear by enclosing a request to the package containing your entry.

REWIND - music videos

- Files must be uploaded on-line OR sent on CD-ROM to the festival office. In this case CD-ROM has to be delivered by 3rd May 2010.
- Music videos may not be longer than 10 minutes (600 sec). File must be multiplexed with audio and video into 1 single file.
- FORMAT: HD 1080p; 16:9 (aspect ratio); 1920 x 1080 pixels (resolution); 25-30 fps (frame rate); 15-25 Mbps (bitrate)
- FORMAT: PAL; 16:9 or 4:3 (aspect ratio); 720x576 pixels (resolution); 25 fps (frame rate); 8-15 Mbps (bitrate)
- FORMAT: NTSC; 16:9 or 4:3 (aspect ratio); 720x480 pixels (resolution); 30 fps (frame rate); 8-15 Mbps (bitrate)
- Sound: 48 kHz, 16-bit AIFF (2.0 Dolby Digital or. ac3, 192kbps)
- Codec: MPEG2 codec = Mpeg2 / MPEG4 or MOV codec = H.264

REWIND - television ads

- Files must be uploaded on-line OR sent on CD-ROM to the festival office. In this case CD-ROM has to be delivered by 3rd May 2010.
- Television ads may not be longer than 3 minute (180 sec). File must be multiplexed with audio and video in 1 single file.
- FORMAT: HD 1080p; 16:9 (aspect ratio); 1920 x 1080 pixels (resolution); 25-30 fps (frame rate); 15-25 Mbps (bitrate)
- FORMAT: PAL; 16:9 or 4:3 (aspect ratio); 720x576 pixels (resolution); 25 fps (frame rate); 8-15 Mbps (bitrate)
- FORMAT: NTSC; 16:9 or 4:3 (aspect ratio); 720x480 pixels (resolution); 30 fps (frame rate); 8-15 Mbps (bitrate)
- Sound: 48kHz, 16-bit AIFF (2.0 Dolby Digital or. ac3, 192kbps)
- Codec: MPEG2 codec = Mpeg2 / MPEG4 or MOV codec = H.264

CLICK THROUGH - oblikovanje spletnih strani

- URL naslov mora brezhibno delovati najkasneje 3. maja 2010. Offline prijave morajo biti poslani na CD-ROMu za PC kot executable file (.exe). V tem primeru, mora biti CD-ROM dostavljen do 3. maja 2010.

CLICK THROUGH - kreativne medijske vsebine za splet

- URL naslov mora brezhibno delovati najkasneje 3. maja 2010. Offline prijave morajo biti poslani na CD-ROMu za PC kot executable file (.exe). V tem primeru, mora biti CD-ROM dostavljen do 3. maja 2010.

MUD PIE - eksperimentalno

- Dokumenti v formatu JPEG (CMYK; 300dpi; maksimalna kvaliteta) morajo biti naloženi na splet. Daljša stranica slike mora biti dolga natanko 420mm.
- Če želiš, lahko prineseš tiskan vzorec svojega dela v pisarno festivala. V tem primeru vzorec ne sme biti večji kot 700 x 1000 mm in ga je potrebno dostaviti najkasneje do 3. maja 2010. Če želiš, da je ta tvoj vzorec vključen v razstavo, moraš to označiti na obrazcu spletne prijave.

TIME OUT - oblikovanje revij in časopisov

- Vzorec svojega dela dostavi osebno ali pošlji po pošti v pisarno festivala pred 3. majem 2010 IN naloži EN dokument v formatu JPEG (CMYK; 300dpi; maksimalna kvaliteta) na splet. Najdaljša stranica slike mora biti dolga natanko 420 mm.
- Če ne moreš poslati vzorca svojega dela, naloži datoteko z največ šestimi fotografijami, ki najbolje predstavljajo tvoje prijavljeno delo.
- Če želiš, lahko prineseš tiskan vzorec svojega dela v pisarno festivala. V tem primeru vzorec ne sme biti večji kot 700 x 1000 mm in ga je potrebno dostaviti najkasneje do 3. maja 2010. Če želiš, da je ta tvoj vzorec vključen v razstavo, moraš to označiti na obrazcu spletne prijave.
- Vzorec tvojega dela bo predstavljen na festivalski razstavi. Če želiš, da ti ga po festivalu vrnemo, prosimo, da v paket s svojim delom priložiš tudi prošnjo za njegovo vrnitev.

TIME OUT - oblikovanje knjig

- Vzorec svojega dela dostavi osebno ali pošlji po pošti v pisarno festivala pred 3. majem 2010 IN naloži EN dokument v formatu JPEG (CMYK; 300dpi; maksimalna kvaliteta) na splet. Najdaljša stranica slike mora biti dolga natanko 420 mm.
- Če ne moreš poslati vzorca svojega dela, naloži datoteko z največ šestimi fotografijami, ki najbolje predstavljajo tvoje prijavljeno delo.
- Če želiš, lahko prineseš tiskan vzorec svojega dela v pisarno festivala. V tem primeru vzorec ne sme biti večji kot 700 x 1000 mm in ga je potrebno dostaviti najkasneje do 3. maja 2010. Če želiš, da je ta tvoj vzorec vključen v razstavo, moraš to označiti na obrazcu spletne prijave.
- Vzorec tvojega dela bo predstavljen na festivalski razstavi. Če želiš, da ti ga po festivalu vrnemo, prosimo, da v paket s svojim delom priložiš tudi prošnjo za njegovo vrnitev.

TIME OUT - oblikovanje CD ovitkov

- Vzorec svojega dela dostavi osebno ali pošlji po pošti v pisarno festivala pred 3. majem 2010 IN naloži EN dokument v formatu JPEG (CMYK; 300dpi; maksimalna kvaliteta) na splet. Najdaljša stranica slike mora biti dolga natanko 420 mm.
- Če ne moreš poslati vzorca svojega dela, naloži datoteko z največ šestimi fotografijami, ki najbolje predstavljajo tvoje prijavljeno delo.
- Če želiš, lahko prineseš tiskan vzorec svojega dela v pisarno festivala. V tem primeru vzorec ne sme biti večji kot 700 x 1000 mm in ga je potrebno dostaviti najkasneje do 3. maja 2010. Če želiš, da je ta tvoj vzorec vključen v razstavo, moraš to označiti na obrazcu spletne prijave.

MAKE YOUR MARK - vizualna identiteta

- Dokumenti v formatu JPEG (CMYK; 300dpi; maksimalna kvaliteta) morajo biti naloženi na splet. Daljša stranica slike mora biti dolga natanko 420mm.
- Če želiš, lahko prineseš tiskan vzorec svojega dela v pisarno festivala. V tem primeru vzorec ne sme biti večji kot 700 x 1000 mm in ga je potrebno dostaviti najkasneje do 3. maja 2010. Če želiš, da je ta tvoj vzorec vključen v razstavo, moraš to označiti na obrazcu spletne prijave.
- V datoteki morajo biti jasno razvidni logotip, tipografija in vsaj dve dodatni aplikaciji (npr. poslovna dokumentacija, naročnikova dokumentacija, zunanji mediji, predstavitveni material, oglaševanje v medijih, slikovni proizvodi, navigacija)

MAKE YOUR MARK - tipografija

- Dokumenti v formatu JPEG (CMYK; 300dpi; maksimalna kvaliteta) morajo biti naloženi na splet. Daljša stranica slike mora biti dolga natanko 420mm.
- Če želiš, lahko prineseš tiskan vzorec svojega dela v pisarno festivala. V tem primeru vzorec ne sme biti večji kot 700 x 1000 mm in ga je potrebno dostaviti najkasneje do 3. maja 2010. Če želiš, da je ta tvoj vzorec vključen v razstavo, moraš to označiti na obrazcu spletne prijave.

CLICK THROUGH - website design

- URL address must be fully functional from May 3rd 2009. Offline entries should be sent on CD-ROM for PC computer as executable file (.exe). In this case CD-ROM has to be delivered by 3rd May 2010.

CLICK THROUGH - creative media content for the web

- URL address must be fully functional from May 3rd 2009. Offline entries should be sent on CD-ROM for PC computer as executable file (.exe). In this case CD-ROM has to be delivered by 3rd May 2010.

MUD PIE - experimental

- Files in JPEG format (CMYK; 300dpi; maximum quality) must be uploaded on-line. The longest side of the image must be exactly 420 mm long.
- If you wish, you can deliver a printed sample of your work to the festival office. In this case, the sample cannot exceed a size of 700 x 1000 mm and has to be delivered by 3rd May 2010. If you want the delivered sample to be displayed at the exhibition, you have to mark that on the on-line submission form.

TIME OUT - magazine and newspaper design

- Deliver or send a sample of your work by post or personally to the festival office before 3rd May AND upload ONE file in JPEG format (CMYK; 300dpi; maximum quality) on-line. The longest side of the uploaded image must be exactly 420 mm long.
- If you do not have the possibility to send a sample of your work, upload a file with up to six photos that best represent your work you are registering to the competition.
- If you wish, you can deliver a printed sample of your work to the festival office. In this case, the sample cannot exceed a size of 700 x 1000 mm and has to be delivered by 3rd May 2010. If you want the delivered sample to be displayed at the exhibition, you have to mark that on the on-line submission form.
- A sample of your work will be exhibited at the festival exhibition. If you wish to have it returned after the festival, please make that clear by enclosing a request to the package containing your entry.

TIME OUT - book design

- Deliver or send a sample of your work (a book) by post or personally to the festival office before 3rd May AND upload ONE file in JPEG format (CMYK; 300dpi; maximum quality) on-line. The longest side of the uploaded image must be exactly 420 mm long.
- If you do not have the possibility to send a sample of your work, upload a file with up to six photos that best represent your work you are registering to the competition. If you wish, you can deliver a printed sample of your work to the festival office. In this case, the sample cannot exceed a size of 700 x 1000 mm and has to be delivered by 3rd May 2010. If you want the delivered sample to be displayed at the exhibition, you have to mark that on the on-line submission form.
- A sample of your work will be exhibited at the festival exhibition. If you wish to have it returned after the festival, please make that clear by enclosing a request to the package containing your entry.

TIME OUT - CD cover design

- Deliver or send a sample of your work (a CD) by post or personally to the festival office before 3rd May AND upload ONE file in JPEG format (CMYK; 300dpi; maximum quality) on-line. The longest side of the uploaded image must be exactly 420 mm long.
- If you do not have the possibility to send a sample of your work, upload a file with up to six photos that best represent your work you are registering to the competition. If you wish, you can deliver a printed sample of your work to the festival office. In this case, the sample cannot exceed a size of 700 x 1000 mm and has to be delivered by 3rd May 2010. If you want the delivered sample to be displayed at the exhibition, you have to mark that on the on-line submission form.
- A sample of your work will be exhibited at the festival exhibition. If you wish to have it returned after the festival, please make that clear by enclosing a request to the package containing your entry.

MAKE YOUR MARK - visual identity

- Files in JPEG format (CMYK; 300dpi; maximum quality) must be uploaded on-line. The longest side of the image must be exactly 420 mm long.
- If you wish, you can deliver a printed sample of your work to the festival office. In this case, the sample cannot exceed a size of 700 x 1000 mm and has to be delivered by 3rd May 2010. If you want the delivered sample to be displayed at the exhibition, you have to mark that on the on-line submission form. The file must show logotype, typography and at least two other additional applications (e.g.: business documentation, the client documentation, outdoor advertising, presentation materials, advertising in the press, image products, navigation)

MAKE YOUR MARK - typography

- Files in JPEG format (CMYK; 300dpi; maximum quality) must be uploaded on-line. The longest side of the image must be exactly 420 mm long.
- If you wish, you can deliver a printed sample of your work to the festival office. In this case, the sample cannot exceed a size of 700 x 1000 mm and has to be delivered by 3rd May 2010. If you want the delivered sample to be displayed at the exhibition, you have to mark that on the on-line submission form.

SIZE ISN'T EVERYTHING - oblikovanje embalaže

- Vzorec svojega dela dostavi osebno ali pošlji po pošti v pisarno festivala pred 3. majem 2010 IN naloži EN dokument v formatu JPEG (CMYK; 300dpi; maksimalna kvaliteta) na splet. Najdaljša stranica slike mora biti dolga natanko 420 mm.
- Če ne moreš poslati vzorca svojega dela, naloži datoteko z največ šestimi fotografijami, ki najbolje predstavljajo tvoje prijavljeno delo.
- Če želiš, lahko prineseš tiskan vzorec svojega dela v pisarno festivala. V tem primeru vzorec ne sme biti večji kot 700 x 1000 mm in ga je potrebno dostaviti najkasneje do 3. maja 2010. Če želiš, da je ta tvoj vzorec vključen v razstavo, moraš to označiti na obrazcu spletne prijave.
- Vzorec tvojega dela bo predstavljen na festivalski razstavi. Če želiš, da ti ga po festivalu vrnemo, prosimo, da v paket s svojim delom priložiš tudi prošnjo za njegovo vrnitev.

Vse materiale, ki jih pošiljaš po pošti, označi s kodo dela, ki jo prejmeš ob prijavi. Materiale pošlji najkasneje do 3. maja na naslov:

Magdalena Office

Srđan Trifunović / Festival Magdalena
Pupinova 6
2000 Maribor
Slovenia

PRIJAVNINE IN PLAČILA

Magdalena je neprofitni projekt. Prijavnine za dela in osebe pokrivajo stroške administracije in priprav.

Prijavnine za dela

25 € za posamezno delo, prijavljeno in plačano do 23. aprila 2010

40 € za posamezno delo, prijavljeno in plačano po 23. aprilu 2010

Pomembno: Rok za oddajo del je 30. april 2010.

Dela z nepravilno prijavnino do 3. maja 2010 bodo izločena iz tekmovanja.

Za dela, ki sestavljajo serijo, se plača prijavina za eno delo.

Prijavnine za osebno udeležbo na festivalu

20 € za štiridnevno udeležbo na festivalu za prijavo in plačilo pred 6. majem 2010

25 € za štiridnevno udeležbo na festivalu za prijavo in plačilo po 6. maju 2010 (tudi na festivalu samem)

10 EUR za posamezen dogodek (predavanje, koncert, zaključna prireditev ...)

Za vsakogar, ki prijavi 5 del ali več, je osebna udeležba na festivalu brezplačna.

Vse cene vključujejo 20% DDV.

Način plačila

Plačaš lahko on-line s kreditno kartico, s plačilnim nalogom ali v festivalski pisarni (gotovina, kreditna kartica).

Vse cene vključujejo 20% DDV.

Pomembni datumi

15. april 2010 začetek on-line prijave

23. april 2010 zgodnja prijava del (nižja kotizacija)

30. april 2010 zadnji rok za prijavo del

3. maj 2010 zadnji rok za plačilo prijavljenih del in dostavo del v festivalsko pisarno

6. maj 2010 zgodnja prijava osebnih udeležbe (nižja kotizacija)

13.-16. maj 2010 ... Magdalena festival

15. maj 2010 zaključna prireditev s podelitvijo nagrad

SIZE ISN'T EVERYTHING - packaging design

- Deliver or send a sample of your work by post or personally to the festival office before 3rd May AND upload ONE file in JPEG format (CMYK; 300dpi; maximum quality) on-line. The longest side of the uploaded image must be exactly 420 mm long.
- If you do not have the possibility to send a sample of your work, upload a file with up to six photos that best represent your work you are registering to the competition. If you wish, you can deliver a printed sample of your work to the festival office. In this case, the sample cannot exceed a size of 700 x 1000 mm and has to be delivered by 3rd May 2010. If you want the delivered sample to be displayed at the exhibition, you have to mark that on the on-line submission form.
- A sample of your work will be exhibited at the festival exhibition. If you wish to have it returned after the festival, please make that clear by enclosing a request to the package containing your entry.

All materials, sent by post, should be marked with entry code obtained during submission. Materials have to be delivered by 3rd May 2010 at:

Magdalena Office

Srđan Trifunović / Festival Magdalena
Pupinova 6
2000 Maribor
Slovenia

FEES & PAYMENT

Magdalena is a not-for-profit project. Entry fees cover only the cost of administration and processing.

Entry fees

Entry fee applies to one item = each submitted entry or a series of entries.

Entry fee for an item submitted and paid before 23rd of April 2010: 25 EUR

Entry fee for an item submitted and paid after 23rd of April 2010: 40 EUR

Important: Deadline to submit your entries is 30th of April 2010.

Entries not paid for until 3rd May 2010 will not be allowed to compete.

Festival tickets

The festival ticket includes access to all festival events.

Personal participation paid before 6th May 2010: 20 EUR

Personal participation paid after 6th May 2010 (also for the on-the-spot payment): 25 EUR

Single event: 10 EUR

Important: Personal participation is free for everybody who submits 5 or more items to the competition!

Payment

All payments can be made by credit card on-line, by bank transfer or at the Festival Office (cash or credit card).

All prices specified include 20% VAT.

Dates & deadlines

15th April 2010 Start of on-line submissions

23rd April 2010 Early birds deadline (lower submission fee)

30th April 2010 Final deadline for entry submissions

3rd May 2010 Final day for the entry submission payment

6th May 2010 Early personal participation deadline (lower registration fee)

13th - 16th May 2010 Magdalena festival

15th May 2010 Awards Ceremony

PRIJAVNI KATALOG - BACKSTAGE

Festivalska pisarna Magdalena

Mob: +386 (0) 30 698 623
E: info@magdalena.org
Skype: office.magdalena.festival
www.magdalena.org

Festivalska pisarna gostuje v najetem stanovanju, na naslovu Pupinova 6, 2000 Maribor, Slovenija.

Organizacija festivala: Festival organizira Društvo za vizualne komunikacije Magdale na v sodelovanju z Innovatif, MTV, Umetnostno galerijo Maribor, Europlakat, Protechnik.

Organizacijski odbor: Srđan Trifunović, Katja Goričan, Sara Božanić, Uroš Blažič, Edita Gazibara

Vodja festivalske pisarne Uroš Blažič

Pisarna: Mac Awais, Špela Semion, Helena Lukman, Sara Bunjevčević
Svet Magdalene / Magdalena Council: Tina Fras, Tanja Mezga, Tomasz Pirc, Marko Podjavoršek, Blaž Miheljak

Zahvala: Neva Vrba, Nika Logar, Simon Knez, Mitja Flis, Tina Jagodič, Ninoslav Jovanović, Enes Huseinčehajić, Vedran Mujagić, Sandro Drinovac, Ana Matić, Suzana Pajović Živković, Goran Golik, Simona Vidmar, Meta Kordiš, Breda Kolar Sluga, Helena Hvalec, Zavodu Udarnik in našim družinam, prijateljem, šefom in tistim, ki nam kuhajo kavo ...

Support

Gostitelji festivala: Narodni dom Maribor, Multimedijški center Kibla, Pekarna magdalenske mreže, Umetnostna galerija Maribor, Medianox, MKC, Zavod Udarnik, Naskov dvorec

Celostna podoba festivala Magdalena 2010: Enes Huseinčehajić and Vedran Mujagić

Zahvala

Press kliping:

Press clipping, d.o.o., družba za spremljanje in analizo medijev
www.pressclipping.si

Sponzor tiska: Protechnik d.o.o. www.protechnik.si

Razstave: Protechnik d.o.o. www.protechnik.si

Info knjižica in ostali manjši materijali: Design studio d.o.o. www.designstudio.si

BACKSTAGE

Magdalena Office

Mob: +386 (0) 30 698 623
E: info@magdalena.org
Skype: office.magdalena.festival
www.magdalena.org

The festival office is located in a rented apartment, address Pupinova 6, 2000 Maribor, Slovenia.

Organisers: The Magdalena Festival is organised by the Association for Visual Communication Magdalena in association with the Innovatif, MTV, Art gallery Maribor, Europlakat, Protechnik.

Organizational Board: Srđan Trifunović, Katja Goričan, Sara Božanić, Uroš Blažič, Edita Gazibara

Office coordinator: Uroš Blažič

Office staff: Mac Awais, Špela Semion, Helena Lukman, Sara Bunjevčević
Svet Magdalene / Magdalena Council: Tina Fras, Tanja Mezga, Tomasz Pirc, Marko Podjavoršek, Blaž Miheljak

Special thanks to: Neva Vrba, Nika Logar, Simon Knez, Mitja Flis, Tina Jagodič, Ninoslav Jovanović, Enes Huseinčehajić, Vedran Mujagić, Sandro Drinovac, Ana Matić, Suzana Pajović Živković, Goran Golik, Simona Vidmar, Meta Kordiš, Breda Kolar Sluga, Helena Hvalec, Zavodu Udarnik and our friends, bosses and the lady with the coffee maker...

Support

Hosts of the festival: Narodni dom Maribor, Multimedijški center Kibla, Pekarna magdalenske mreže, Umetnostna galerija Maribor, Medianox, MKC, Zavod Udarnik, Naskov dvorec

Visual identity of Magdalena 2010: Enes Huseinčehajić and Vedran Mujagić

Thanks to

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Exhibitions: Protechnik d.o.o. www.protechnik.si

Infobook and other small promos: Design studio d.o.o. www.designstudio.si

magdalena

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SUBMIT YOUR WORK
UNTIL 30th OF APRIL