

Intersectus Student Design competition (2010)

INTERSECTUS DESIGN BRIEF

Any enquiries to be directed to design@intersectus.com.

This is a live brief.

To design an advertisement for www.intersectus.com to be used in 2011 university student diaries in major Australian universities.

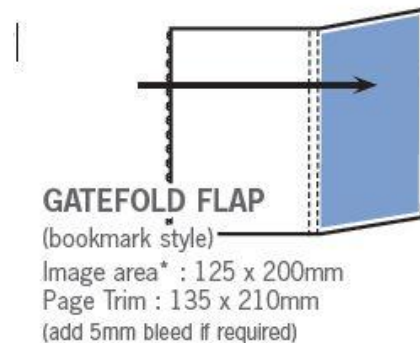
MANDATORY ELEMENTS:

- The website address 'www.intersectus.com'
 - The logo (3 colored intersecting circles)
 - The phrased 'designed by xxxx.' Where 'xxx' is your name or signature
- Note: Extra weighting will be awarded for conveying to your audience what the website actually does.

Submissions can be in either sections (a or b) or both:

Section A:

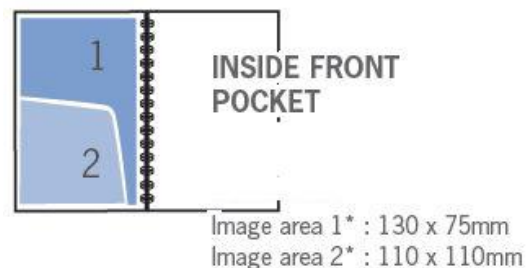
The 'Gatefold' inside flap of the diary.
Dimensions: 135 x 210 mm
5 mm bleed.



Or

Section B:

The 'Inside Front Pocket - bottom' of the diary.
Dimensions: 110 x 110 mm
5mm bleed.



Entries should be printed in actual size.

Entries must be submitted in both printed AND digital form. The former is for the judging while the latter will be used for the actual student diary publication.

All entries should include:

- Print of artwork (actual size)
- Registration number on the back of print

- Summary of software used (registration number on this document)

And supplied on Disc:

Digital artwork in full sizes in

- TIFF format/JPEG format
- sRGB profile
- registration number on the disc.

CLOSING DATES:

Closing date for registration: Friday, 30th July 2010

Closing date for competition: Monday, 30th August 2010

OPEN TO:

Tertiary students (undergraduate/postgraduate) in Australia.

The Prizes:

1st Prize: \$500 plus

2nd Prize: \$300

3rd Prize: \$150

Note: 1st prize - Your artwork with your name will be used for advertising www.intersectus.com website in major student university diaries (2011).

BACKGROUND

Intersectus is an independently owned, fledgling software company.

The software for Intersectus (www.intersectus.com) offers 3 core student services:

- i)carpooling
- ii)accommodation and
- iii)secondhand text book buying and selling.

The aim of Intersectus is two fold. Firstly, to encourage tertiary education students to contribute to a sustainable future ie: recycle, reduce carbon emissions via sharing lifts and secondly to make student life easier by offering useful services.

Intersectus has future plans of offering other useful student services once it's popularity has been established.

Intersectus is being currently being developed for mobile devices and plan to release in 2011.

Currently Intersectus only services Australian tertiary education students.

THE WEBSITE

A test website www.intersectus2.com is available for competitors to use for extra clarification and for testing purposes as this will be 'wiped' after the completion. NB: www.intersectus.com is a live website and can be used legitimately.

TARGET AUDIENCE

All tertiary education students in Australia. University and TAFE.