Design Competition

Create a logo/visual identity for IAU's new Internationalization Service - ISAS (2.0)

Deadline for submissions: Sunday 15 May 2016 at 23:59 CEST

The International Association of Universities is pleased to announce a competition for students at Member institutions to design a logo and a series of learning badges that universities will be awarded upon successful completion of one of the reviews below. The badges will be used by universities on their website and publications as a visual representation of their success in various aspects of internationalization.

Backgound

The **International Association of Universities (IAU)** is launching **ISAS (2.0), its new Programme for Advancing Internationalization.** It builds on the foundation of the initial Internationalization Strategies Advisory Service (ISAS) created in 2010 to help Higher Education Institutions around the world develop or review their internationalization policies, strategies and programmes.

ISAS (2.0) consists of several different but complementary services offered to IAU Members, other Higher Education Institutions (HEIs), individuals at HEIs, national governments and organizations. All strands of the programme seek to accompany and assist universities, individuals in universities, or policymakers in their distinct efforts to enhance internationalization of Higher Education (HE).

ISAS (2.0) includes the following three areas of focus:

1) Advancing strategic internationalization at HEIs (*for Higher Education Institutions;*)

2) Facilitating individual learning for internationalization (*for individuals at HEIs*)

3) National advisory service for strategy or policy development for HE internationalization (*for national governments, governmental agencies and organizations*)

Advancing Strategic internationalization at HEIs includes 4 separate strands of service, each culminating with the award of an **IAU Internationalization Learning Badge**.

1.1) Planning and strategy – *badge:* **IAU Internationalization Learning Badge: Planning and Strategy**

1.2) Assessing strategy and monitoring achievements - *badge*: **IAU Internationalization Learning Badge: Strategy Monitoring and Achievements**

1.3) Enhancing a specific area of internationalization – *badge:* **IAU Internationalization Learning Badge – mobility (**for example**)**

1.4) Achieving comprehensive internationalization – *badge:* **IAU Comprehensive Internationalization Badge**

The **badges** provide external validation for of the institution's work for both internal and external stakeholders and **visible recognition** of an institution's progress and accomplishments in internationalization.

The Competition

IAU seeks to create the **visual identity** for ISAS (2.0), including a series of **learning badges.**

We invite all IAU Member universities with a School/Faculty or Department of Art and Design, interested in assisting the IAU to find a unique and attractive visual identity for ISAS (2.0) to participate in this **design competition.**

Eligibility

The competition is **open** to **all students in IAU Member universities, recognizing that that it may be of particular interest to art and graphic design students,** and those in related disciplines**.** A list of current IAU Members is available at http://www.iau-aiu.net/content/institutions

There is **no fee** to enter the competition.

Submission Guidelines

Participants are requested to **submit the following visual elements**:

- **Logo/branding** for the whole ISAS (2.0) programme
- **Logo** samples in a range of colours, including black and white, reverse colours, etc.
- **Examples** of the use of the logo for **visual identity material** (letterhead, powerpoint template, website home page mock up)
- **Four internationalization badges** for each strand of the Advancing Strategic Internationalization at HEIs, with related wording (1.1-1.4 above)

The Logo for the whole ISAS (2.0) will always be used in combination with the IAU logo (see first page) while the badges may be used alone by the receiving universities. It is essential to develop a unique and recognizable style for the logo and the badges which should immediately recall a link to the IAU as the provider of the ISAS (2.0) programme and as the grantee of the badge.

As each badge validates the institution's accomplishments in a particular area, the wording of each badge is to be included, as per above. Each badge will have a 5-year validity (for example 2016-2021).

The internationalization badges will be electronic badges that individual HEIs will display on their websites and could include in printed material, such as promotional material.

How to participate

Participants are requested to submit by **Sunday 15 May 2016 at 23:59 CEST** the above mentioned elements preferibly in **.pdf format** by email to Giorgio Marinoni, IAU Manager, HE and Internationalization policy and projects at: g.marinoni@iau-aiu.net

The limit on attachment sizes for email is 5Mb. If your submission exceeds this size, please send the images individually and note clearly in your emails that you are doing so.

You can also directly contact Giorgio Marinoni and agree on a different submission method (Dropbox, Skype, FTP, file sharing, etc.)

IAU reserves the right to reject any or all submissions, and to extend or cancel the competition at its discretion.

No more than **three** different proposals can be submitted by any **one participant/group of participants**.

The logo and all other visual material will be used online, in print and other uses IAU and the badge recipients deems appropriate.

Flexibility is a key requirement, including the possibility to resize easily and to use either in black and white or in color. The **final version** of the logo and the badges will need to be in **vectorial format** (like .eps files) suitable for high quality printing. Participants can send vectorial formats in addition to .pdf.

Copyright

Copyright of the logo, the internationalization badges and all other visual identity design material will **belong to IAU**.

Participants should take care to ensure that they are not submitting visual material in any way similar to existing logos or other copyrighted images.

All visual material sent for the competition, but not selected as the winning design will be returned to the sender and not used by the IAU. Any and all intellectual property rights in and ownership of the winning submission will be deemed transferred, without any compensation or consideration, to IAU at the time of submission. The winner of the competition will be required, and undertakes by virtue of his/her submission, to sign an affidavit of eligibility and transfer to IAU of the intellectual property rights and ownership of the winning visual material.

The Prize

The **winner** and his/her university will will be fully acknowleged on the IAU website and in other communication channels of IAU (e-bulletin, IAU Horizons, etc.) and on the ISAS (2.0) webpages and in all related printed or online material.

The **winner will be invited to attend the IAU General Conference in Bangkok, Thailand, 13 – 16 November 2016. His/her flight, 4 nights of accommodation and conference registration fee will be covered by the IAU.**

Decision Process

A selection committee will be established by the IAU to evaluate all submitted proposals and select a winner by 1 June at the latest. The selection committee will not include staff from any university whose students have participated in the competition.

All participants will be notified by email of the result of the competition.

For more information on the ISAS (2.0) programme please consult the programme description (http://www.iau-aiu.net/sites/all/files/ISAS_2_final.pdf) and for any questions, please contact Giorgio Marinoni, IAU Manager, HE and Internationalization policy and projects at: g.marinoni@iau-aiu.net