

CUBISM

Messenger Bag Design Challenge

Creative Brief & Tips

Thank you for participating in the deviantART Cubism Messenger Bag Design Challenge! Your challenge is to create a design for a Messenger Bag in the style of Cubism. For this challenge we are defining Cubism as an art style in which instead of depicting objects from one viewpoint, the artist depicts the subject from multiple viewpoints to represent the subject in a greater context. Often the surfaces intersect at seemingly random angles, removing a coherent sense of depth. The background and object planes interpenetrate one another to create a shallow ambiguous space. You can start learning more about Cubism here: <http://en.wikipedia.org/wiki/Cubism>

Target Audience: Your design should appeal aesthetically to a large audience on deviantART: boys, girls, teens and adults.

Requirements:

- Make sure to read all of the Terms & Conditions
- All Cubism Messenger Bag Design Challenge entries must be submitted on the Messenger Bag templates provided in this asset pack or their equivalent in order to qualify to be a Semi-Finalist.
- The image(s) in your Cubism design as well as its layout must be your original work with the exception of the Messenger Bag template provided to you for download from the Design Challenge Page.
- Designs submitted without a Messenger Bag template or on a non-conforming template will not be considered and removed from the contest.
- Limit your design to only the front flap print area (below the zipper). Use the template guidelines to ensure your design conforms to the exact specifications of the eligible print areas.
- You may not include any images that were created by other artists, past or present. Entries containing copyrighted or trademarked images are also prohibited. Third party stock may not be used.
- The messenger bag color choices are Black and Grey. You may not alter the color of the bag for your design.
- Your design must be limited to no more than four colors.
Must be submitted to the "Cubism Messenger Bag Design Challenge" Gallery on or before 11:59:59 PM (Los Angeles, CA, time) on June 12, 2012.

Your design will be judged based on:

1. The originality and creativity of the design,
2. The design's appeal as presented on a bag intended for all ages and genders,
3. The appropriate use of Cubism as a design style.

Designer Tips:

1. It is recommended that no line should be thinner than 2pt. no two areas of print should be closer than 2pt.
2. Avoid very large blocks of solid color; this results in a thick, plastic feel to the ink.
3. Design for only the front flap print area. Per the official terms and conditions, designs using other print areas, will be disqualified.
4. It is your choice if the deviantART logo or other deviantART attributes appear in your design. It's possible that community voting will be influenced by whether your design specifically references deviantART or not.
5. Entering the same design in different colors as multiple Entries dilutes your votes.
6. Make sure to use your ORIGINAL design. Remember that all of the images you use in the design must be owned by you.
7. Take risks. The best designs are often the ones that push boundaries.
8. Consider the appeal of your design when worn by persons of all ages and genders.
9. Do not use fan art or copyrighted material. Seriously, don't.
10. The top image of the template is a view of the full messenger bag. The bottom is a close up of just the flap where the design will be printed. If your current design entry has multiple images please adjust it to only have one. Any entries that show a different design on both template images will be removed from the design challenge category.

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You may submit your entry with a design on the top image, the bottom image, or both but it must be the same image.

If you have multiple designs you may submit each as separate entries. Just note that only one of your Entries may be chosen as a Semi-Finalist or Finalist.

By entering the challenge, you authorize deviantART, at its sole discretion, to modify any winning design using its own creative team as needed to comply with printing requirements, including but not limited to scale, placement, and color use.