

THE UNIVERSITY OF GDAŃSK JUBILEE MASCOT DESIGN AND NAME

THE SUBJECT OF THE COMPETITION

The University of Gdańsk mascot, to be created during the university's 50th Jubilee Year, will reflect the values of both students and employees: openness, creativity, mutual respect and tolerance, cultural diversity, thirst for knowledge, social involvement, connection with the sea and maritime traditions. We want the mascot to be inspiring, evoking positive associations and reflecting the character of the largest higher education institution in Pomorskie Region.

The mascot will accompany the University of Gdańsk representatives during sporting, cultural, science-promotion and recruitment events. The mascot character may appear on marketing and promotion materials, as a graphic sign and online etc.

The objective of the competition is to select the design and name of the mascot.

THE DESIGN METHOD

A mascot design method is unrestricted. It might be a sketch, a prototype in a scale, a drawing, computer visualization, a clip etc.

A project's design needs to be put in a sealed envelope or box with the sealed, unaddressed envelope inside, that contains: filled and signed application form, consent for personal data to be processed and a separate sheet of paper with the mascot name on it.

The applications can be submitted till Friday, 7 February 2020 (also the final date of receipt for mail applications) to the University of Gdańsk Chancellor Office.

THE WAY OF DELIVERY

The package has to be delivered to the following address:

*Uniwersytet Gdański, BIURO PROMOCJI,
Ul. Bażyńskiego 8 pok. 002, 80-309 Gdańsk*

with a note:

*KONKURS MASKOTKA
(MASCOT COMPETITION)*

Projects that are incomplete, non-compliant to the rules and regulations or submitted after the deadline shall not be considered.

Designs without the mascot name shall also not be considered.



Competition rules and regulations.

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GENERAL TERMS

It is an open participation competition.

RULES OF PARTICIPATION

Only natural persons of legal age may participate in the competition. The project submitted for the competition should be the author's own work, never been published before, nor made available, especially during other competitions and exhibitions.

Each participant may submit **a maximum of three works**.

Joining the competition (submitting a design) indicates acceptance of these regulations.

THE JURY OF THE COMPETITION

- the College of Rectors,
- the Head of Promotion Office,
- the Deputy Head of Promotion Office,
- a representative of the Student Parliament.

THE EVALUATION OF COMPETITION ENTRIES AND EVALUATION CRITERIA

All works submitted to the competition will be anonymized. The jury will not know the names of the authors during the evaluation of the entries.

The evaluation criteria:

- Readability of the message (30 points),
- Innovation and inventiveness (30 points)
- Aesthetic values of the project (20 points)
- Promotional potential (20 points)

The winner will be announced on 17 February 2020 (Monday) on the University of Gdańsk website www.ug.edu.pl and on the official Facebook profile www.facebook.com/UniwersytetGdanski.

THE PRIZE

The highest-ranked project will be awarded the cash prize of PLN 3000.

The Organizer acquires ownership of the awarded work. The Organizer acquires the awarded work's copyrights in the following fields of exploitation:

1. Creation of the final design of the mascot on the basis of the selected project, including possible modifications, amendments and additions.
2. Fixation and reproduction of the mascot's design – production of the project copies, with the use of printing, reprography, magnetic recording and digital technology.
3. Market launch of the original or copies on which the work has been recorded – selling, lending and renting of the original or copies.



4. Distribution of the work in ways other than specified in point 3 - public performance, exhibition, display, reproduction, broadcasting and rebroadcasting, as well as making the work available to the public, accessible at a place and time of their choice.
5. Marketing and promotional purposes.

The Organizer shall have the right to manage and dispose of the derivative rights to the project in the fields of exploitation specified above.

THE FINAL PROVISIONS

1. These regulations are the only document defining the rules of the Competition. These regulations are available for review at the University of Gdańsk Promotion Office and on the Competition subpage at the University website www.ug.edu.pl.
2. The Jury reserves the right to not award the main prize if the entries do not meet the competition requirements, or their level is not satisfactory.
3. The winning project shall remain the property of the University of Gdansk and will not be returned to the participant.
4. The Organizer of the Competition has the right to cancel /stop the competition at any time, without giving any reason.
5. No complaints shall be considered by the Organizer, who also reserves the right to change any of the above regulations.