

# how 2 get 2 gather



Design Competition by CirroCumulus

## \ competition concept and objectives

This is an open competition for students under the Cumulus Association.

The goal of this competition is to find a **communication strategy to engage students inside the CirroCumulus group**. As a result of this process, we expect to be contributing to strengthen student relevance within Cumulus to raise communication standards as well as to promote visibility of students work.

The competition also aims at promoting students active participation and fostering intercultural communication and collaboration.

Finally, we consider this competition an opportunity to engage in international activities and networking that may benefit not only the participants, but also the Cumulus community as a whole.

The competition is open to all students within the Cumulus community, from all member associates and from all degrees. Students from the steering committee will not participate as they are institutions of the jury.

Considering that the aim of this group is to foster intercultural communication and cooperation on a global level, we urge participants to work in pairs or a small group of 3 students, preferably from other institutions.

## \ presentation of entity organising the competition

This competition is being launched by CirroCumulus, a recently emerging student-based group with the support of Cumulus Association:

*“CirroCumulus is the Student Group from Cumulus Association. The name refers to a beautiful formation of small clouds that usually originate cirrostratus clouds. That is the idea behind this group - to give birth to many clusters of interest groups that bring together students from all parts of the world under the umbrella and support of Cumulus Association. This is a call for action for each student from associate schools and universities - all are welcome to join and collaborate with this group, which is run by volunteer students on a rotating basis.”*

## \ what to submit

The submission is free. The submission is not limited to the number of entries by one participant. The participant can be an individual or a team up to three people.

The communication strategy should be submitted as a plan to be implemented by CirroCumulus to engage more students worldwide. Although such a plan may

vary in content as well as in form, it should contain information regarding the communication channels to be used, the message, the specific audience(s), as well as graphic pieces demonstrating the activities such as campaigns to be implemented accordingly.

The participants are expected to submit for their presentation, either:

- **10 JPG files**

or

- **5 JPG files and a video (1min 30sec limit)**

### **\ competition rules**

By applying, the winning individual/team is agreeing to receive recommendations from the jury and committing to work on those recommendations after the winning announcement.

By submitting original work, the students are confirming that their proposals do not include any reproduction or adaptation of all or part of one or more intellectual works belonging to a third party.

Regarding ownership of the work, the winner proposal will be credited for the work and receive a certificate from Cumulus.

The winners agree to hand the use rights to Cumulus Association.

Note: Remember that **the name CirroCumulus is written with two capital “C”s.**

### **\ competition timeline (deadlines for submission and dates for judging, announcement)**

#### **SUBMISSION\_**

The submission deadline is **11:59 PM (UTC) on Sunday, 24th October 2021**.  
(please send submission via email - [cirrosubmissions@cumulusconnects.org](mailto:cirrosubmissions@cumulusconnects.org))

#### **JUDGING\_**

**25th October –28th October 2021**

All the submissions will be reviewed by the judges, resulting in a selection of the three best ones.

**29th October 2021, 01.00 PM (UTC)**

The three pre-selected applications will be submitted to a popular vote through

a poll on Zoom, during a meeting, where the three selected projects will previously present their proposal.

### **ANNOUNCEMENT\_**

The winning individual/team will be announced on that same Zoom meeting.

### **PRIZE\_**

The top three submissions receive a recognition certificate.

The winning individual/team will receive a 300€ equivalent voucher for each participant (up to three), to acquire goods (books, art materials, computer peripherals, etc) on a platform agreed between winners and the Cumulus Secretariat.

### **\ criteria for determining winners**

#### **1. Design Fundamentals**

Is the message clear, consistent, easy to understand, and visually engaging?

#### **2. Creativity & Originality**

Does it provide a compelling interaction with the audience?

#### **3. Embodiment of value?**

Does it express Cumulus' aims and tasks?

### **\ composition of Jury**

The jury will be composed by the CirroCumulus steering committee members as well as various actors within the Cumulus community.

#### **Students\*:**

Vanessa Palma, Carlotta Carvalho, Micaela Santos, Derin Baykal, Andries Mathieu, Coiffard Julian, Morin Mathis

#### **Professors/Cumulus\*:**

**Anna Lindberg**, Cumulus Secretariat

**Américo Mateus**, Lecturer at ULHT and ISMAT

**Inken Krevet**, Director of International Academic Partnerships at The Sustainable Design School, France

**Anne Pikkov**, Graphic Designer, Illustrator, Vice Rector for Academic Affairs at EKA, Estonia

\*to be confirmed