

DESIGN
AGAINST  FUR
Poster Design and Advertising Contest

2004

Hosted on behalf of the



FUR FREE ALLIANCE

by

Regional Focal Points

Australia and Asia Pacific
Humane Society International
Avalon, Australia

Canada
Global Action Network
Montreal, Canada

Europe and International
Respect for Animals
Nottingham, England

United Kingdom and Ireland
Respect for Animals
Nottingham, England

United States
Humane Society of the United States,
Washington DC, USA

In association with the Animal Protection Institute and Fund for Animals

Please log on to <http://www.inFURmation.com/daf> for a listing of DAF! National Focal Points, or consult the Contact pages in this document



THE CONTEST

Students are invited to participate in our **Second Annual Poster Design** competition with a conscience! Let your imagination run wild by designing a fabulous poster sending the message that a *Fur-Free Century* is the way to go!

The contest is open to college and university level students in schools and colleges around the world: Please log on to <http://www.inFURmation.com/daf> for a listing of DAF! National Focal Points and participating countries.

All entries must be by and be the work of students who are registered in approved fashion, fine art, advertising, marketing, communication, multimedia or graphic design courses during winter 2003/spring 2004 [Note for Australia: during spring 2003/autumn 2004]. One entry per person or group – multiple entries will automatically disqualify the entrants.

THE MESSAGE

This year the competition will focus on the problem of fur trim. Your entries should encapsulate and convey graphically, the message that:

“When you buy or wear fur trim you are contributing to the pain and suffering of animals. Consumers have the power to stop the killing of animals for fur trim. Buying garments with fur trim is unnecessary and unfashionable in this modern age.”

TARGET AUDIENCE

****Consumers****

Demographics: consumers aged 16–30.

INDUSTRY INFORMATION AND SUPPORTING FACTS

- Visit www.information.com/eyewitness/conaff02.htm for facts on fur trim.
- Each year the fur industry kills over 40 million animals.
- Animals are cruelly trapped or kept in deplorable conditions in fur factories.
- 90% of the foxes raised in these fur factories (annually a total of about 3,159,000 foxes are killed worldwide) are used specifically for fur trim.
- Today, more animals are killed for fur trim than full-length coats.
- Designers, retailers, small boutiques and discount merchandisers are selling more fur-trimmed items than ever before.

- Some consumers think that fur trim just consists of “leftovers” from the production of a full-length fur coat. This is a mistaken belief. Animals are bred, killed and skinned specifically for fur trim.
- Animals are used for fur trim on everything from coats and sweaters to purses, slippers and other accessories.
- Many consumers purchase “real” fur trim thinking it’s fake because the trim is not labeled as fur and the price is affordable.
- Many items with fur trim are no longer sold at “fur salons,” but in amongst items such as cloth coats, jeans and tops so that consumers are not necessarily alerted to their fur content.
- The fur industry’s goal is to expand their market potential, consequently, fur trim items are marketed to be worn as an every day item that fits into every life style.

HOW TO ENTER

If you wish to participate in DAF! 2004, please register online at

<http://www.inFURmation.com/daf>

If you do not have access to the Internet or e-mail, contact your national/regional focal point by consulting the contact pages in this document.

Deadline for Registration: On or before 1 March 2004

Deadline for Registration UK & Ireland only: 31 January 2004

Deadline for Registration Australia & Asia Pacific only: 22 March 2004

THE PRIZES

Panels of celebrity judges in Australia & Asia Pacific, Canada, Europe & International, United Kingdom & Ireland and the United States will select winning submissions. Highlights are as follows:

In Australia & Asia Pacific

AN AWARDS CELEBRATION IN AN AUSTRALIAN CITY

<i>First Prize</i>	\$ AUS 1,000 Cash
<i>Second Prize:</i>	\$ AUS 500 Cash
<i>Third Prize</i>	\$ AUS 250 Cash

- *25 Honorable Mentions and Official Certificates of Recognition*
- *The three finalists will attend an awards celebration, and*
- *The three finalists will automatically be entered into the international competition to select the Grand Prize Winner!*

In Canada

AN AWARDS CELEBRATION IN A CANADIAN CITY

<i>First Prize</i>	\$CAD 1,000 Cash
<i>Second Prize</i>	\$CAD 500 Cash
<i>Third Prize</i>	\$CAD 250 Cash

- *25 Honorable Mentions and Official Certificates of Recognition*
- *The three finalists will attend an awards celebration, and*
- *The three finalists will automatically be entered into the international competition to select the Grand Prize Winner!*

In Europe & International

AN AWARDS CELEBRATION IN LONDON, UK

<i>First Prize</i>	€1,000 Cash
<i>Second Prize:</i>	€500 Cash
<i>Third Prize</i>	€250 Cash

- *25 Honorable Mentions and Official Certificates of Recognition*
- *The three finalists will attend an awards celebration, and*
- *The three finalists will automatically be entered into the international competition to select the Grand Prize Winner!*

In United Kingdom & Ireland

AN AWARDS CELEBRATION IN LONDON, UK

<i>First Prize</i>	£750 Cash
<i>Second Prize:</i>	£400 Cash
<i>Third Prize</i>	£100 Cash

- *25 Honourable Mentions and Official Certificates of Recognition*
- *The three finalists will attend an awards ceremony, and*
- *The three finalists will automatically be entered into the international competition to select the Grand Prize Winner!*

In United States

AN AWARDS CELEBRATION IN NEW YORK CITY, USA

<i>First Prize</i>	\$US 1,000 Cash
<i>Second Prize</i>	\$US 500 Cash
<i>Third Prize</i>	\$US 250 Cash

- *A Todd Oldham Award*
- *25 Honorable Mentions and Official Certificates of Recognition*
- *The three finalists will attend an awards celebration, and*
- *The three finalists will automatically be entered into the international competition to select the Grand Prize Winner!*

GRAND PRIZE!

AN AWARDS CELEBRATION IN PARIS, FRANCE
For One International Winner

International Prize: €5,000 and a trip to Paris, during Fashion Week, for an awards celebration, and the winning entry will be considered for campaign use by the Fur Free Alliance.

FOCAL POINT CONTACT INFORMATION

AUSTRALIA & ASIA PACIFIC

Melanie Kealley
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CANADA

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EUROPE AND INTERNATIONAL:

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Design Against Fur!
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UNITED KINGDOM AND IRELAND

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UNITED STATES

Michelle Jacmenovic
Competition Director
Design Against Fur!
The Humane Society of the United States
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SUBMISSION REQUIREMENTS AND RULES:

SUBMISSION REQUIREMENTS

Your artwork submissions must be received *no later than*

<i>Region</i>	<i>Submission deadline</i>
<i>Australia & Asia Pacific</i>	30 April 2004
<i>Canada</i>	30 April 2004
<i>Europe & International</i>	1 April 2004
<i>United Kingdom & Ireland</i>	30 April 2004
<i>United States</i>	1 April 2004

at the applicable [DAF! competition addresses](#) in Avalon, Montreal, Nottingham or Washington.

Additional requirements:

1. Mandatory Items: The Fur Free Alliance logo and www.inFURmation.com web address must be incorporated into your design [refer to Downloads section of www.inFURmation.com/daf].
2. Mandatory Item: Students involved in a national competition (this will be dependent on the number of registered students) prior to going to the regional competitions, will be informed of this fact and advised that they are required to also include the logo of the national FFA affiliate hosting the national competition.
3. Submissions must consist of a poster design of the following dimensions: 11x17 inches for North America or A3 for Europe and Australia at 300 ppi.
4. **Submissions must contain:**
 - (a) A CD of the poster in print-ready Acrobat PDF file format. Remember to embed fonts, and distil as press optimized, camera-ready (do not 'down sample' graphics.) Where schools are submitting multiple entries, we encourage them to burn them onto a single CD. In this case, however, file/directory names must indicate appropriate submission registration numbers and CD cases must be clearly labeled.
 - (b) A hard copy, mounted, of the poster, no larger than 11x17 inches for North America or A3 for Europe and Australia.
 - (c) A color photocopy of the poster 8 1/2 x 11 inches (letter) in size for North America or A4 for Europe and Australia.
 - (d) Each element of the entry must bear the student's Entry Registration Number, **posted on the front, bottom right corner**. Your Registration Number will be posted on www.inFURmation.com after 1 March [Entrants will be notified of the exact URL by email].

5. All submissions must include a signed Student Photo/Artwork Copyright Release and Teacher's Verification Form, available in the Downloads section of DAF 2004 [www.inFURmation.com/daf]. **Your submission will be automatically disqualified from the competition if you fail to provide information on all photographs or artwork used.**
6. By entering the competition, the student agrees (save where expressly exempted on the copyright release form) to transfer or cede all commercial and non-commercial rights and property interests in the artwork to the Fur Free Alliance. The Fur Free Alliance and its affiliated/participating organizations undertake to acknowledge/credit the artist(s), whenever appropriate and possible in the context of such use.
7. No artwork may be returned to the artist(s) once submitted.

All submissions are and remain the property of the Fur Free Alliance and its affiliated/participating organizations, which reserve the right to utilise them in any manner consistent with the aims and objectives of the FFA.

Winners will be asked to make themselves available to attend press conference(s).

THE OFFICIAL RULES

1. To enter the competition the student must respond to specified deadlines and follow the criteria of the *Design Against Fur! Contest*.
2. All entries must be submitted by and be the work of college/university level art/design students who are registered in approved programs during the winter and/or spring terms of 2003/2004 [Note for Australia & Asia Pacific: the spring and/or autumn terms of 2003/2004]. One entry per person or group. Multiple entries will automatically disqualify the entrants.
3. Entry constitutes permission to use participants' and winners' names, photograph, and/or likenesses of the design entries for public relations purposes, for appearance in any exhibition on behalf of The Fur Free Alliance and its affiliated/participating organizations, and for any other purposes consistent with the goals of the Fur Free Alliance.
4. An appointed jury in Australia & Asia Pacific, Canada, Europe & International, United Kingdom & Ireland and the United States, will each conduct the judging of the *Design Against Fur! Contest*. The judges' decisions will be final. Winners will be selected on the basis of originality, creativity, practicality, and technical understanding. Comprehensive international coverage of all aspects of the competition – including reproduction of selected entries – will also be ensured on the www.inFURmation.com web site.

5. Students must register for the Contest by completing the online registration form (www.inFURmation.com/daf) on or before March 1, 2004 [Note for DAF! UK & Ireland: 31 January 2004; for Australia & Asia Pacific: 22 March 2004]. Students will subsequently be assigned a registration number that must accompany their artwork submissions to the designated focal point office for their region. Artwork must be submitted on or before 1 April 2004 [Note for DAF! Australia & Asia Pacific, Canada and UK & Ireland Round participants: entries must be received on or before 30 April 2004].
6. All submissions must be accompanied by a completed signed Student Photo/Artwork Copyright Release and Teacher's Verification Form. If registration or photo/artwork release or any other requirements are not met, the student will be notified that the submission has been automatically disqualified.
7. The Fur Free Alliance (FFA) and its affiliated/participating organizations shall be at liberty to use particularly meritorious runner-up submissions in the context of subsequent campaigns where advertising space is purchased within their individual territories. While the FFA retains ownership of and authority over the submissions, local affiliated/participating organizations may negotiate a mutually acceptable arrangement with the designer(s) concerned. Such use is also strictly subject to the approval of the body of affiliates in so far as it involves display of the FFA logo and inFURmation web address. The above stipulations do not apply to bone-fide non-commercial use to promote the DAF! Competition, including but not limited to newspaper and magazine articles, newsletters, brochures, as well as television reports.
8. The FFA may exercise its discretion to use the Grand Prize and/or other winning designs in the context of actual campaigns but is under no obligation to do so.

Similarly, if a design adopted by the FFA for use in an actual campaign is subsequently rejected for display by the relevant advertising authorities in all or in any part of the territories covered by the FFA, the Alliance reserves the right – without however implying any obligation – to adopt a reserve design (again for the totality of the campaign or any part thereof at its sole discretion) from among the runners up. Such an eventuality shall not affect the order of merit or prize money accorded pursuant to the competition as outlined herein.

The FFA further reserves the right to:

- Suggest modifications/amendments to the layout and/or caption should these be deemed necessary to (for example) bring the design up to the standards required for professional display and/or if it might serve further to reinforce the message. This latter provision is notably aimed at accommodating feedback/advice from the professional judges as appropriate and agreed.
- Organize translations or renditions of the winning caption in other languages.
- Add the logo of one or more relevant national organizations should the design be adopted for use in the context of national campaigns in accordance with the terms and conditions outlined herein.

Although not required to do so, but in so far as possible and practical, the FFA undertakes to carry out such modifications or amendments in close co-operation and consultation with the winning designer(s) on the basis of mutual trust and confidence.

9. Whilst entrants are mandated to feature the FFA name and logo as well as the www.inFURmation.com web address prominently in their submissions, and, in the case of national competitions the use of an FFA Affiliate's logo, their rights regarding such use are strictly limited to the requirements, rules and immediate context of the competition. Designs featuring the FFA name, logo and/or information web address may not otherwise be displayed or distributed without the express permission of the Fur Free Alliance. Such permission may be obtained upon application to secretariat@inFURmation.com. Identical restrictions apply to the logo of the Design Against Fur! Poster Design Contest and the logos of National FFA affiliates/participating organizations.
10. By entering the competition the student agrees to transfer or cede all commercial and non-commercial rights and property interests (save where expressly exempted on the copyright release form) in the artwork to the Fur Free Alliance and/or its affiliated organizations for free use in perpetuity. The Fur Free Alliance and/or its affiliated organizations undertakes to acknowledge/credit the artist(s), whenever appropriate and possible in the context of such use. No artwork may be returned to the artist(s) once submitted.
11. All submissions remain the property of the Fur Free Alliance and/or its affiliated organizations for their use in any manner.
12. Whilst every effort will be made to limit such eventuality, the rules, terms and conditions outlined herein remain subject to modification without notice. Every effort will, however, be made to highlight any such modifications in the information posted on the www.inFURmation.com web site, which entrants are therefore encouraged to consult regularly, while those students without access to the web should consult regularly with their national/regional focal points for updates.
13. The English contest rules posted here are the official ones.