

A large, horizontal brushstroke in a bright yellow color, with a faint grid pattern visible underneath. The brushstroke has a rough, hand-painted appearance with some darker and lighter areas.

INNOVATION STARTS HERE

**SUMMER 2022 COMPETITION
HANDBOOK**



COMPETITION TIMELINE



25TH JULY
Registration
Deadline

22ND AUGUST
Work Submission
Deadline

OCTOBER
RESULTS
ANNOUNCEMENT



PARTICIPATION CRITERIA

- **OPEN TO STUDENTS IN YEAR 12/13 (OR EQUIVALENT)**
- **PARTICIPANTS MUST BE IN GROUPS OF THREE**
- **REGISTRATION VIA:**
<https://bit.ly/excitingssussex2022>
- **DEADLINE TO REGISTER IS 25TH JULY 2022**



THE BRIEF

EACH GROUP SHOULD SUBMIT A T-SHIRT DESIGN ALONG WITH A CAMPAIGN STRAPLINE THAT REFLECTS THE SUSSEX AND ITS LONGSTANDING TRADITION OF DISRUPTIVE AND EXPERIMENTAL INTERVENTIONS.

THIS IS SUSSEX. WE DARE TO BE DIFFERENT.



IT'S YOUR TURN TO REVOLUTIONISE.

You will need to take the following brief into consideration when creating the new **3-worded** strapline:

For over 60 years the aim of our courses, research, culture, and campus has been to stimulate, excite and challenge. From scientific discovery to global policy, from student welfare to career development, Sussex innovates and takes a lead.

And today, in every part of society and across the world, you will find someone from Sussex making an original and valuable contribution.

**TO GIVE YOU AN IDEA, THE CURRENT CAMPAIGN LINE IS
'EXCITE YOUR IMAGINATION'.**



be imaginative!

**GET CREATIVE AND DESIGN
A T-SHIRT THAT REFLECTS
THE NEW STRAPLINE.**

+ Make sure to include the new strapline and the University of Sussex's logo into your design.



SUBMISSION STEPS

- The strapline must be in English.
- The t-shirt design must be submitted in 2 parts:
 - (1) front of the t-shirt design
 - (2) back of the t-shirt design
- The design must be submitted in the format of either JPEG/PNG/PDF.
File size limit is 10MB per file, for a maximum of 2 files.
- Name your documents [Group Name]_[School Name]#ExcitingSussex2022

Participants will be invited to upload their project after successful registration.

PRIZES

GRAND PRIZE:

3x iPad for the winning team

RUNNER-UP:

6x gift vouchers to 2 runner-up
teams worth £30 each

**GOOD
LUCK**



RESOURCES

Should you have any further questions or queries, please feel free to reach our partner at:

- Email: marketing-my@ukec.com
- Telephone No.: **+6016 - 210 7213**
- WhatsApp: [+447542140254](https://wa.me/447542140254)

WE LOOK FORWARD TO HEARING FROM YOU 

in cooperation with



Instagram: [ukecmalaysia](#)

Facebook: [ukecmalaysia](#)

A hand-drawn, irregular blue border surrounds the central text. It consists of several overlapping lines that create a sketchy, artistic frame.

US

**UNIVERSITY
OF SUSSEX**

Instagram: [@universityofsussexseaoffice](https://www.instagram.com/universityofsussexseaoffice) | Facebook: SeaSussex