UNIVERSITY OF SUSSEX

INNOVATION STARTS HERE SUMMER 2022 COMPETITION

2022 COMPETITION HANDBOOK



22ND AUGUST

Work Submission Deadline

25TH JULY

Registration Deadline

COMPETITION TIMELINE

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/excitingsussex2022

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'.**







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

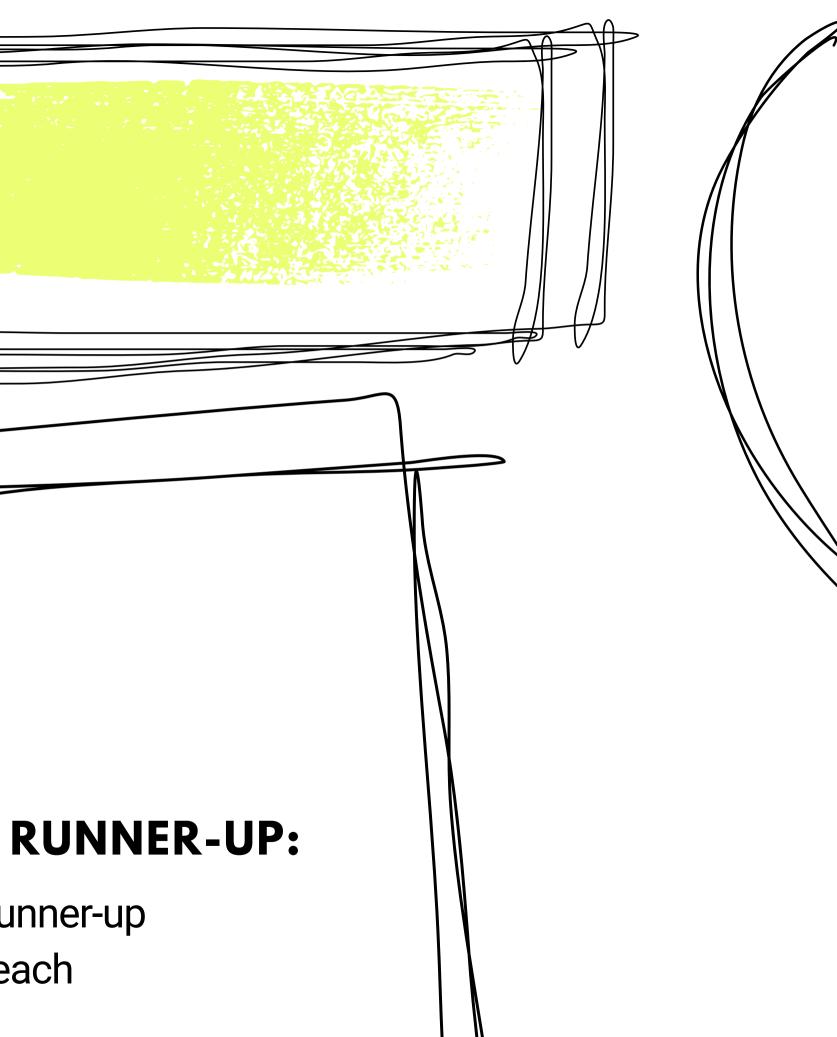
Participants will be invited to upload their project after successful registration.

GRAND PRIZE:

PRIZES

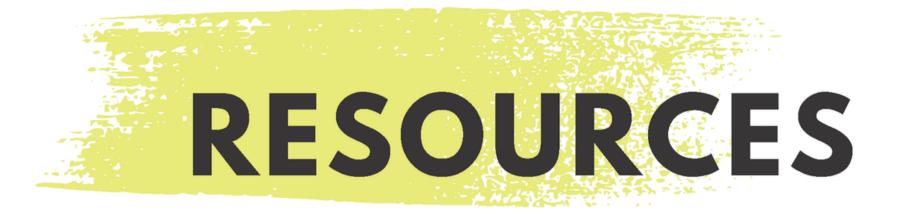
3x iPad for the winning team

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



GOOD LUCK





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

WE LOOK FORWARD TO HEARING FROM YOU (U)

in cooperation with



Instagram: <u>ukecmalaysia</u> Facebook: <u>ukecmalaysia</u>

