



## BIKEFEST CHASING RAINBOWS

### The Brief

The Bikefest Chasing Rainbows brief asks you to design a promotional poster based around the five-colour rainbow stripe of the UCI Track Cycling World Championships and interpret it in the style of bicycle posters of a bygone era.

This is an opportunity for you to pay homage to the much loved tradition of the vintage bicycle poster and capture something of the former cycling era, whether it be a mood, style, idea or practice of the time.

The purpose of this competition is to best represent this vintage era as a promotion of the upcoming 2012 UCI Track Cycling World Championships in Melbourne this April. For more information on the event, visit [www.2012trackworlds.com.au](http://www.2012trackworlds.com.au).

The poster must, in some way, represent track cycling and rainbow colours should be used in correct order – from top to bottom: blue, red, black, yellow and green.

Almost 100 years old these design tips from art historian W.S. Rogers, published in 1914, still form the basis of modern poster design. Please reflect upon these wise words when designing your poster entry:

- A pictorial poster must contain a good idea, original or originally expressed
- The poster must be simple and broad in treatment
- It must conform to the rules of pictorial composition
- The poster must be well drawn and well produced
- It must deliver its message with no uncertain voice, and if possible, without the help of explanatory lettering, or very little
- It must be striking in colour scheme
- And finally, it must possess “carrying force”, that is the ability to compel a person to cross the street to see what it’s all about

For a short history of the bicycle poster visit:

[www.thesqueakywheel.com.au/?p=708](http://www.thesqueakywheel.com.au/?p=708) or

<http://www.2012trackworlds.com.au/2011/12/chasing-rainbows-2012-track-world%E2%80%99s-set-to-celebrate-vintage-cycling/>

## Prizes

The winning entry will receive **\$1000** and will feature as the 2012 UCI Track Cycling World Championship promotional poster distributed throughout Melbourne in the lead up to the event. Four finalists will receive **\$500**.

All entrants to the competition will receive a double pass to the opening session of the 2012 Track Worlds – Wednesday, 4 April from 3pm – and will be invited to a judging ceremony and exhibition, where all poster entries will be displayed and the winners announced.

The five shortlisted entrants will receive a double pass to the evening session on Wednesday, 4 April from 7pm and their posters will be available to purchase as merchandise from the 2012 UCI Track Cycling World Championships (subject to confirmation).

**Only entrants who adhere to the submission requirements, the guidelines outlined in this brief and the competition terms & conditions, and that display a reasonable level of professionalism will be eligible for ticket prizes. Melbourne Bikefest and Australian Cycling Events have the right to make the final decision on eligibility and no discussion will be entered into.**

## Important Dates

**FRIDAY 20 JANUARY 2012:** Entries open

Submissions will be displayed on [melbournebikefest.com.au](http://melbournebikefest.com.au) and [2012trackworlds.com.au](http://2012trackworlds.com.au). All entries will also be uploaded to the 2012 Track Worlds facebook page where the public can comment on designs they like.

**FRIDAY 9 MARCH 2012:** Entries close

**MARCH 2012:** Melbourne exhibition at a location TBC.

Judges reveal the five shortlisted entries and the winner is also announced. **All entrants are encouraged to attend.** No accommodation, travel or expenses will be covered for entrants to attend.

Winning poster distributed throughout Melbourne streets. Shortlisted entries featured with designer interviews on [www.thesqueakywheel.com.au](http://www.thesqueakywheel.com.au)

**WEDNESDAY 4 APRIL – SUNDAY 8 APRIL 2012:** 2012 UCI Track Cycling World Championships take place. Posters available for purchase from the event (subject to confirmation).

## Required Content

The poster must incorporate some key information to promote the 2012 UCI Track Cycling World Championships. The following lists all text and graphic elements required:

### **2012 UCI Track Cycling World Championships**

**4 – 8 April 2012**

**Hisense Arena, Melbourne**

**2012trackworlds.com.au**

### **UCI Track Cycling Rainbow Stripes**

The specific shades of colours and format of the rainbow stripe may be interpreted in any way, as long as they appear in the correct order – top to bottom: blue, red, black, yellow and green.

### **UCI Logo**

To obtain the UCI logo as an EPS file contact **competition@melbournebikefest.com.au**

The logo is required to be positioned at the bottom left hand corner of your poster.

The minimum size is 46mm wide by 28mm high

## Entry Process

1. Design a portrait A3 (297 x 420mm), 300dpi, CMYK poster and submit as print ready PDF. Please include outlined fonts, trim marks, and a 5mm bleed.
2. Submit a 429px wide x 607px high 72dpi RGB version of your poster in JPEG format for display on Bikefest website
3. Submit a cropped image of your poster 205px wide x 136px high, also in 72dpi RGB JPEG format, for thumbnail display on Bikefest website. (If you do not submit this cropped version, Melbourne Bikefest will crop the image on your behalf)
4. Submit a rationale (200 character limit) describing how your entry fulfills the brief
5. Send all files together to **competition@melbournebikefest.com.au**

## Display Of Artwork

Once you have submitted your poster design, it will be on display at:

- **melbournebikefest.com.au**
- **2012trackworlds.com.au**
- **2012 Track Worlds facebook**
- Various twitter accounts, including 2012 Track Worlds and The Squeaky Wheel
- Exhibition of printed posters at Awards Ceremony
- Selected entrants: Poster produced as merchandise for sale at 2012 UCI Track Cycling World Championships and a designer profile featured on **www.thesqueakywheel.com.au**
- Winning entrant: Outdoor promotional posters on display throughout Melbourne two weeks prior to the 2012 UCI Track Cycling World Championships

## Eligibility

The competition is open to all students, design professionals and bicycle enthusiasts worldwide.

- Entry into the competition is free
- Collectives are accepted (e.g.studios/agencies/collaborations)
- Entrants must complete all stages of the entry process
- Entrants must include all required content
- One entry per person/collective
- Late entries will not be accepted
- All entries must be submitted via email to [competition@melbournebikefest.com.au](mailto:competition@melbournebikefest.com.au)
- Printed entries will not be accepted.

## Judging Process

As entries are submitted they are approved by Melbourne Bikefest and Australian Cycling Events and displayed on the websites listed above.

The Bikefest Chasing Rainbows judging panel will review the entries and will choose five designs to be shortlisted. Of these five designs, one will be selected as the winner. All prizes will be awarded at the Awards Ceremony.

### **The Bikefest Chasing Rainbows Judging Panel:**

#### **Andy Sargent**

Creative Director, SouthSouthWest

#### **Amy McCann**

Marketing and Communications Manager, Australian Cycling Events

#### **Taryn Kirby**

Account Manager, Jump Media and Marketing