

# Speak Up

WITH SUPPORT, FRIENDSHIP  
AND PARTNERSHIP FROM:



PRESENTS:

## **SPEAK UP POSTER CONTEST**

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*version 1.0*

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## 1. INTRODUCTION

It is with great pleasure that we announce our first juried competition: Speak Up's Poster Contest. The intention of this contest is to highlight some of the smartest, wittiest, coolest, funniest, daringest and interestingest – yes, we are making up words here – comments on Speak Up. How, you ask? By letting you choose any comment by anybody from any topic at any date and “illustrating” it in any which way you want. How's that for creative freedom?

To make things better, we are selecting four – yes **four** – winning posters that we will print using the best silkscreen printer Chicago has to offer. And to top it off we will give each winner some dandy prizes.

Read on to get all the details.

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## 2. JUDGES

**ART CHANTRY** Raised in Tacoma, Art Chantry worked in Seattle for nearly 30 years. He has won hundreds of design and advertising awards, including a bronze lion at Cannes. His work has been collected and exhibited by some of the most prestigious museums and galleries in the world: the Louvre, The Smithsonian, The Library of Congress and the Rock and Roll Hall of Fame to name a few. His work has been published in countless books and magazines and in 2001 Chronicle Books published the monograph of his work, *Some People Can't Surf*, written by Julie Lasky. In the year 2000, Art relocated to St. Louis, Missouri, where he currently continues his efforts at world domination with the assistance of co-conspirator Jamie Sheehan. They live in a large Victorian brick house with a dog and a cat, both in designer black.

**ELLEN LUPTON** is a writer, curator, and graphic designer. She is director of the MFA program in graphic design at Maryland Institute College of Art (MICA) in Baltimore. She also is curator of contemporary design at Cooper-Hewitt National Design Museum in New York City, where she has organized numerous exhibitions, each accompanied by a major publication, including the *National Design Triennial* series (2000 and 2003), *Skin: Surface, Substance + Design* (2002), *Graphic Design in the Mechanical Age* (1999), *Mixing Messages* (1996), and *Mechanical Brides: Women and Machines from Home to Office*.

## 2. JUDGES

(CONTINUED)

**JAMES VICTORE** is a self-taught, independent graphic designer. Victore's work ranges from publishing, posters and advertising to animation. Clients include Moët & Chandon, Watson Gupstill, The Shakespeare Project, The New York Times, MTV, Target, The Lower East Side Tenement Museum and the Portfolio Center. Awards include an Emmy for television animation, a Gold medal from the Broadcast Designers Association, the Grand Prix from the Brno (Czech Republic) Biennale, and Gold and Silver Medals from the New York Art Director's Club. Victore's posters are in the permanent collections of the Palais du Louvre, Paris, the Library of Congress, Washington, DC and the Museum für Gestaltung, Zurich among others. His work has been featured in magazines around the world, and recently a book of his design work was published in China. He also teaches graphic design at the School of Visual Arts in New York City. He loves and works in Brooklyn, NY.

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## 3. DEADLINE

**Friday, September 10 at 11:59 PM Central Standard time.**

No work will be accepted after that time and date.

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## 4. PROCESS

Before you start designing there are two important steps you must take:

- 1. QUOTE SELECTION** The very first thing to do is select a quote, any quote, from anywhere on Speak Up. It can be culled from an original post by one of the authors, it can even be the title of one of the posts, you can also dig through all 20,000 comments in Speak Up and pick your favorite. The only restriction is that it can't be any of the quotes from Stop Being Sheep (see [underconsideration.com/stopbeingsheep](http://underconsideration.com/stopbeingsheep) to check the quotes used there).
- 2. QUOTE APPROVAL** You **must** contact the author of the comment to get approval. If you have trouble getting in touch with the author [please send us an e-mail](#) and we will help you. When you submit your poster you will be required to send the approval (i.e. a forwarded email).
- 3. START DESIGNING** After you get approval you can do absolutely anything you like!

Read on for more rules and regulations.

## 5. RULES

1. You may submit up to three designs. **They have to be completely different from each other.** Different quote and different design. You can a quote twice as long as it is vastly different. **Different!**
  2. You can edit your chosen comment for grammatical clarity only (such as adding missing apostrophes or fixing misspellings).
  3. Do not use any copyrighted material. At all. Unless you paid for it or created it yourself.
  4. Speak Up Authors – except those under the Vit household – are allowed to participate.
  5. If needed, we will ask you to make adjustments to your design for appropriate printing.
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## 6. SUBMISSION GUIDELINES

1. [Download the template kit.](#)
  2. Follow the instructions on the provided template files.
  3. Only submit the completed templates, no other files will be accepted, do not submit PDFs or PSDs, nor files in Quark or InDesign.
- \* Please, please, please follow the instructions, it makes this process much more fluid if you do.
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## 7. CRITERIA

Judges will base their selections on the following:

1. **CHOICE OF QUOTE** It has to be interesting, engaging, challenging or at the very least amusing and funny.
2. **VISUAL DEVELOPMENT OF QUOTE** The design must complement the quote and not be a literal translation of it. Wit, charm, humor, assertiveness and even shock are some of the qualities to strive for.
3. **OVERALL IMPACT** The poster as a whole has to work, pop, bang, whizz, wow, impact, you know... kick ass.

## 8. JUDGING PROCESS

**There will be two separate judgments.** Three of the posters will be selected by our panel of judges and the fourth remaining poster will be selected through an online voting system.

### Judge-reviewed Posters

1. Once all submissions have been garnered they will be presented anonymously to the judges.
2. After careful deliberation between the three of them, they will select three winning posters. No questions asked.

### Online Voting Poster

1. Once all submissions have been garnered they will be presented anonymously for all Speak Up participants to vote on. Instructions on this to come.
2. The poster with the majority of votes will be the winner. Also, no questions asked.

All four winners will be announced at the same time during the late part of September – early October at the latest.

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## 9. ABOUT THE POSTERS

One hundred copies will be printed of each winning poster for a total of four hundred posters. They will be silkscreened with two colors on French Paper's Construction line. Printing will be done by one of Chicago's finest, Intermark 7. Size of posters will be 19" x 25". The posters will then be sold through Speak Up and Veer at a price yet to be determined.

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## 10. PRIZES

All four winners will receive:

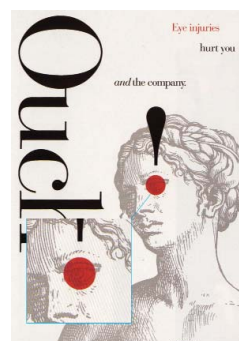
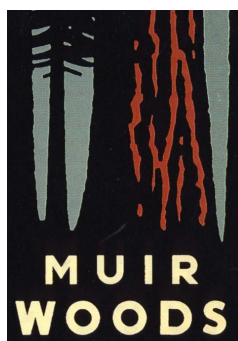
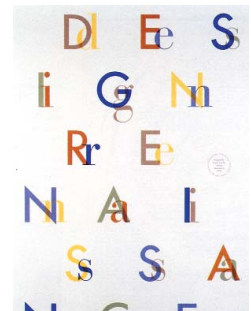
1. A complimentary set (of four) of the winning Speak Up posters.
2. A \$75.00 gift certificate for Amazon.com courtesy of Speak Up.
3. A \$75.00 gift certificate for Veer products, as well as other Veer goodies courtesy of Veer.

## 11. TECHNICAL SPECS

Please adhere to the following when designing:

1. Only two (2) PMS colors are allowed.
2. You can not bleed any of your artwork.
3. No photos, gradients or grayscale images, only “flat” artwork (see examples below). You can “fake” halftones by posterizing images or using the halftone filter in Photoshop.
4. You can select any color paper (from the provided selections) you want, if you use medium- and darker-toned papers please consider that your colors will shift when printing.
5. **No** fluorescent inks. Metallic inks **are** permitted.
6. Type smaller than 9 pts. will be hard to reproduce and lose legibility.
7. Lines thinner than 1 pt. will not print well. If reversed from a dark background do not go below 1.5 pts.
8. **Only** vector artwork.
9. You may overlap colors to create a third color. **Use the Multiply option under Illustrator’s Transparency palette for simulation.**

Some samples of silkscreened work:



## 12. COPYRIGHT

(Please excuse the lawyer-talk). By submitting your poster you agree to the following:

1. You grant Speak Up and Veer the right to sell the poster using your artwork without receiving any remuneration in return.
2. Your work can be reproduced in print and web-based materials for promotional purposes and resale (winning entrants only) by Speak Up and/or Veer.
3. One hundred and fifty (150) posters will be printed initially but we may print more in the future without necessary approval from you. Speak Up and Veer reserve the right to reproduce additional copies without necessary approval from you.
4. The artwork itself remains your property and you can use it for any self-promotional uses. However you grant Speak Up and Veer the right to reproduce it for promotional and resale uses in both web and print formats as long as necessary.
5. Speak Up and Veer assume all entries are original and are the works and/or property of the entrant with all rights granted therein.
6. Speak Up and Veer assume that permission has been granted from the quoted author. Speak Up and Veer are not liable if an author has not been notified of the use of their comments.
7. Speak Up and Veer are not liable for any copyright infringement on the part of the entrant.

We are not looking to rip you off, credit will be given at all times.  
We just don't want to get sued.

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## 13. CLOSURE

Well, that is pretty much the deal. Have fun, be creative, do what you will and submit your work for rigorous judging.

If you have any questions feel free to [let us know](#).

When you are all done, submit your work to the following e-mail:  
[poster@underconsideration.com](mailto:poster@underconsideration.com).

**Thank you on behalf of Speak Up and Veer.**