

Nara Institute of Science and Technology call for official mascot character designs

Currently Nara Institute of Science and Technology (NAIST) is looking for an official mascot character design as means of expanding awareness and improving our brand image. The adopted design will be used for PR activities, etc. (Events, posters, flyers, websites, SNS, publications.)

We are looking forward to viewing your entries

- 1 . Entry contents: Image characters for NAIST.
- 2 . Entry period: July 2 (Mon.) – September 30 (Sun.), 2018
- 3 . Eligibility: Anyone (No requirements for submitting entries)
- 4 . Maximum number of entries: 5 per person
- 5 . How to submit:
 - Please send the following two items by e-mail to the destination listed in 6 below. The subject of the email should be "Character entry".
 - ① Entry form: Please download it from our website.
 - ② Character design: Please send data in one of the following formats: 'jpeg' 'pdf' 'ai'
- 6 . Destination/For inquiries
Nara Institute of Science and Technology
Public Relations Section, Planning and General Affairs Division
E-mail: naist-chara@ad.naist.jp
- 7 . Design concepts to be considered
 - A character that embodies or represents advanced science and technology.
 - A character that can be expanded or that may grow (in meaning, image, etc.).
 - A character that embodies or represents NAIST and this region.
 - A character that includes the following three elements fused together.
'Information Science' 'Biological Science' 'Materials Science'
- 8 . Entry requirements
 - Designs that contain two or more of the above concepts will be eligible for review.
 - Designs that can be expressed three-dimensionally, such as robots, stuffed animals and costumes.
 - Designs that may be suitable for use in educational research activities.
 - Limited to those designs that are unpublished or un-released original works created by the applicants.
 - For the "Character design" listed above, prepare a three-sided view as accurate as possible (front, sideways, behind, all without backgrounds) so as to be able to make an image diagram which show or displays the characteristics and charm of the character

(There is need not be entirely to scale or technically accurate.).

- The transmission capacity of the data should be 50 MB or less.

9 . Design selection

Based on the above basic concepts and entry requirements, the PR project team will conduct preliminary selection and screening and then post the candidate characters. Following this, after referring to the votes cast by our students, graduates, faculty and staff, and local residents, we will narrow down the final candidates with the public relations project team, and the final decision will be made by the judging committee.

1 0 . Final selection announcement

Selected designs will be announced around January, 2019

1 1 . Awards

Applicants who created the selected characters are to be presented with the following.

Best design award: 300,000 yen

Judges' Special Award: 50,000 yen × 2 persons

1 2 . Additional information

- Entries will not be returned.
- All applicants are responsible in any case of problems or issues related to the copyright of submitted work. Also, if falsified information is discovered concerning the entry or problems such as design theft occur, the selection will be void.
- Applicants shall comply with the organizer's management methods and shall not object to them in any way.
- Personal information provided for entry will be properly handled and will not be used for purposes other than those related to the design selection, including but not limited to design selection, presentation and recognition.
- Applicants may be contacts for information concerning their designs. NAIST will not bear any costs incurred while for entering designs.
- There will be no responses to inquiries concerning the selection results.
- If there are no designs deemed acceptable, the organizer may choose to void the entire selection.
- Applicants will accept registration of the trademark / design for the use by NAIST.
- NAIST will use the selected designs for promotional media of Nara Institute of Science and Technology, production of original goods, costumes etc.
- In using the selected design, design components, names, colors, etc. may be partially corrected / supplemented, and single color / monochrome versions may be used.
- The copyright of the selected design (including nickname), and any other ownership shall belong to NAIST.
- Matters not agreed upon in these entry guidelines will be decided according to the judgment of NAIST.