

INTERNATIONAL FASHION ILLUSTRATION CONTEST CALL FOR APPLICATIONS

1. Purpose of the Contest

The purpose of the contest is to advance fashion design education at member institutions through the exchange of creative design expressions.

2. Theme of the Contest

Each applicant is expected to set his/her own theme based on the 2014 IFFTI Annual Conference theme, the Power of Fashion, and to draw a person in designed clothes who represents the image of "Today."

3. Requirements

Students of IFFTI member institutions are qualified to apply.

4. General requirements for applications

- Either hand-drawing, digital-drawing or a combination of both.
- No three-dimensional objects are accepted except when they are turned into two-dimensional through digital processing.
- The size of the illustration may range from B4 to B1
- The paper can be used horizontally and vertically.
- The main feature of the drawing must be a person(s)
- More than 60% of the person's body (from thigh to head) should be included in the illustration. If you would like to show the face alone, you are requested to draw more than 60% of the body on a different sheet of paper.
- The host institution does not compensate any expenses.

Note:

Fashion illustration tries to depict not only clothes but also the inner feelings and thoughts of the person who wears them. You are encouraged to consider the structure and balance of all the components of the illustration including the background.

5. Submission

To be sent by 25th November.

Submissions can be made either on DVD or as an email attachment.

DVD's should be addressed to:

Andrew Morrison
Bunka Gakuen
International Communications Center
3-22-1 Yoyogi
Shibuya Tokyo Japan
151-8521

E-mails less than 2MB in volume and compiled in jpg may be addressed to:

bunkaicc@bunka.ac.jp

6. Review Process

The review committee will be chaired by the president of the host institution. The first cycle of reviews will be conducted by the teaching staff of the host institution, and the results will be sent to you by e-mail.

Those who passed the first cycle of reviews will be requested to send the actual illustration by 20th December 2013 (they will not be returned after the contest).

These illustrations will be posted during the Annual Conference at Bunka and participants are invited to vote for the ones they like.

The second cycle reviewers will include Executive Committee members of IFFTI as well as participants from member institutions.

7. Awards Ceremony

The awards ceremony will take place on the evening of 29th January 2014 during the party hosted by Bunka Gakuen.

The prizes will include:

Grand Prix

- Round trip air ticket to Bunka
- Opportunity to stay and study for a week at Bunka
- A two page spread in the SOEN fashion magazine published by Bunka
(may include works other than the one applied for in the contest)
- 1,000 US dollars

Second Place:

- A one page spread in the SOEN fashion magazine
- 800 US dollars

Third Place:

- A half page spread in the SOEN fashion magazine
- 500 US dollars