

The Faculty of Medicine Design Challenge

The University of Ottawa Faculty of Medicine's Office of Marketing and Communications (MarCom), through the FoM Boutique, sells a variety of apparel and other branded items so members of the Faculty of Medicine (FoM) community can show their FoM pride. We would like to explore fresh looks for our offerings and we are calling for YOUR help! As such, we are launching a Design Challenge, open to all learners at the FoM.

Rules

The purpose of the contest is to include you in the creative design process for FoM clothing apparel & promotional items. Any successful chosen design could be used on different items - including online, print, on merchandise and other visual and promotional collateral. By entering your design in the Design Challenge, you agree to the rules listed below:

1. Eligibility: The Design Challenge is open to *all* learners (for example, undergraduate medical school and TMM, graduate and postdoctoral, and postgraduate students and fellows) registered in the Faculty of Medicine at the University of Ottawa. Everyone is encouraged to participate! Note that a participant is defined as an individual or a group of individuals represented as a team.

The Design Challenge begins on: January 22, 2018 at 12:00 a.m. EST.

Last day to submit designs: March 04, 2018 at 11:59 p.m. EST.

2. To enter: To enter, you must create and submit an original design according to the requirements listed in these rules. Subject to these rules and conditions, a prize will be awarded to any participant(s) whose design is chosen from among the top selected designs. The University reserves the right, at its sole discretion, to reject any design entry that does not comply with these rules or to decide not to select any design as the winner. Simply submitting a design entry does not guarantee that the design will be considered, selected or used. Your entry must be accompanied by your contact information (full name, uOttawa email and phone number) and design submitted in one of the following ways:

- a) By email to medmarcom@uottawa.ca
- b) In a sealed envelope to the Office of Marketing and Communications located at 850 Peter Morand Crescent, Room 230 (Monday – Friday, Hours: 9:00 a.m. - Noon & 1:00 - 4:00 p.m.)

3. Design requirements: The design must meet all of the following requirements:

- a) The design must be the participant's original creation. (Winning designs may require alteration by the FoM's Graphic Designer).

b) Participants may consider the following details when designing their submission(s):

- Apparel fabric colours will usually include the University's and FoM colours (grey, garnet, and purple, as well as black and white), or very similar colours, so the design should contrast/complement those.
 - The main FoM colour is purple (colour code – PMS 2695 C), the accent colour is yellow-gold (colour code - C-0, M-25, Y-100, K-0).
- The FoM logo would appear somewhere on the items with your design, but doesn't have to be included in your design entry (it can be added elsewhere on the items by MarCom). Should you wish to include it in your design, please review the information about how to use a uO logo (<http://www.uottawa.ca/brand/visual-identity/uottawa-logo-usage>).
- It is preferable that any written text included in the design be bilingual.
- Final decisions on branding rest with the FoM, and the University of Ottawa.

c) The created and submitted design should be in any of the following formats: .jpeg, .png, pdf, .doc, .docx, hand-drawn, or .eps (preferred).

4. Prize: Subject to these rules and conditions, the participant(s) whose design is chosen as the winner(s) will receive the following:

- A \$100 credit (per winning team) for the Boutique
- Bragging rights

The participant(s) may also:

- Have the opportunity to model an item with the design in a photo shoot for the FoM boutique promotional photos.
- Be mentioned in the FoM news stories and social media platforms.

To claim the prize, the participant(s) whose design is chosen as the winner must have met the eligibility criteria and complied with these rules (also refer to appendix). The prize must be accepted as awarded or, if not, forfeited.

5. Selection of the winner(s): A selection committee convened by the University's Faculty of Medicine and including learner and Faculty member representatives will review the top design entries. At the discretion of the selection committee, more than 1 winner may be chosen. All decisions by the selection committee are final. The selection committee reserves the right not to select a winner, if in its sole discretion, no suitable entries are received. Design entries will be judged on the following criteria:

- a) Relevance: Does the entry align with the University's brand and strategic priorities/values (<https://www.uottawa.ca/about/vision>)? Does it display a professional air and help to enhance the FoM's prestige?
- b) Originality: Does the design exhibit originality, creativity, and imagination?
- c) Aesthetic Quality:
 - Does the submission command attention?
 - Does it display visual balance and colour coordination?
 - Do all the elements work together to create a unified and appealing design?

Following the selection of the winning design, the participant(s) whose design is selected as the winner will be informed by telephone and/or by email (uOttawa email address). If the selected participant(s) cannot be reached within 14 days of being chosen as the winner or loses eligibility, their prize may be forfeited and the next best ranked design selected as the winner.

Appendix:

The design must not contain, as determined at the University's discretion, inappropriate content or content that is likely, in light of prevailing community standards, to cause offence or to injure the name, reputation or standing of the University.

Ownership and use of design entry: By entering the Design Challenge and submitting a design, the design entry becomes the property of the University and will not be returned to you. Also, you grant an irrevocable, perpetual and royalty-free right to the University to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the submitted design (including all aspects and elements of it) or other information in any and all media, throughout the world and for any purpose. In addition, the rights granted to the University include, but are not limited to, the right to resize, crop, censor, compress, edit, feature, caption, affix logos to, and to otherwise alter or make use of the submitted design.

Participants' responsibilities: By entering the Design Challenge, participants have ensured:

- a) That the design is original and does not infringe any other person's copyright, moral rights, trademark, privacy rights and any other rights; and
- b) That permission from any recognizable individual appearing in the design has been obtained and that permission for elements in the design not owned by the participant, including but not limited to logos or trademarks has also been obtained; the University may require that the participant(s) submit written proof of the permission obtained.

Declaration and Release: The participant(s) whose design is selected as the winner must sign the *DECLARATION and RELEASE form*, whereby the winner acknowledges receipt of the prize and releases the University from any and all liability arising from participating in the Design Challenge or from the acceptance of any prize.

Assignment of Copyright and Waiver of Moral Rights: The winner(s) must sign the *ASSIGNMENT OF COPYRIGHT and WAIVER OF MORAL RIGHTS'* form, whereby the winner agrees to transfer copyright and all other rights, title and interest in the design to the University of Ottawa and to expressly waive their moral rights in the design.

Collection of information and publicity: Information collected in connection with the Design Challenge is governed by the University's Policy 90 on Access to Information and Privacy and will be used by the University for the purposes of and those consistent with judging the design entries, selecting the winner(s), awarding the prize and promoting the design. By participating in the Design Challenge, you agree that your name and your design may be posted on the Internet and on the University's website or other media. As the winner, the participant's name may be made public and by entering the Design Challenge, you agree to the publication of your name. If you have questions about the collection or use of your personal information, please contact medmarcom@uottawa.ca.

Laws: The Design Challenge and these rules are governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada.

Disclaimer: The University is not responsible or liable for any claims related to the design entry, such as those related to infringements of intellectual property rights, public dissemination of the design and invasion of privacy, libel or slander. The University is also not responsible for technical hardware or software failures of any kind, for lost or unavailable network connections or for failed, incomplete, garbled or delayed computer transmissions that may limit, or interfere with a participant's ability to take part in the Design Challenge. By participating in the Design Challenge, you agree to release and discharge the University, its directors, officers, employees, sponsors, prize suppliers and their agents from all actions, claims and demands arising out of your participation in the Design Challenge, the awarding of the prize or the use of a design entry or your personal information.

Cancellation: The University of Ottawa reserves the right to cancel the Design Challenge or modify these rules.