

Iridesse Postcard Design Contest

Are you a UWaterloo student with an eye for design? Put your skills to the test by **designing a UWaterloo-themed postcard for print on the Xerox Iridesse**.

With metallic and clear specialty inks, the Iridesse will bring your designs beyond CMYK and take your creative potential to the next level!

Submit your design file by November 2 for a chance to win a \$300 W Store gift card!

Contest Details:

- Contest runs from October 19, 2020 to November 2, 2020.
- One grand prize design will be selected and the winner will receive a \$300 W Store gift card. In addition to the grand prize winner, two runner-up designs will be selected to receive a \$100 W Store gift card (second place prize) and a \$50 W Store gift card (third place prize).

Design files will be chosen on the following criteria:

- Designs are judged on overall quality, creativity, technical execution, and wow factor.

Other criteria the judges will take into consideration, but are not limited to:

- Expression of Theme
- Overall Impression/Impact
- Current/Potential Social Impact
- Level of Detail
- Inspiration to Others
- Visual Appeal
- Artistic Merit

Rules:

1. Must be a current University of Waterloo Student to enter and enrolled in courses for the fall 2020 term.
2. Must use the downloadable design template (located at <https://wstore.uwaterloo.ca/wprint>). Designs are limited to a double-sided 5 x 7 postcard.
3. Postcard must be UWaterloo-themed and should not include the University logo.
4. Your design must include at least one of the following specialty ink combinations:
 - Gold
 - Silver
 - Gold + clear
 - Silver + Clear
5. All entries must be submitted to prs.poster@gmail.com as a high-resolution PDF using the following naming convention: [Your First Name]_[Your Last Name]_ IridesseContest.
6. All entries must be received by November 2, 2020 at 11:59 PM.
7. Entry must be original work and must not have been previously submitted to a contest.
8. Entries will only be accepted by email via prs.poster@gmail.com (High-Res PDF format ONLY).

9. Judges' decisions will be final.
- 10.** By entering the contest, you're giving the University of Waterloo and Xerox permission to use the design on any/all official University of Waterloo and Xerox social media channels and websites and to be reproduced for future marketing materials both print and online.