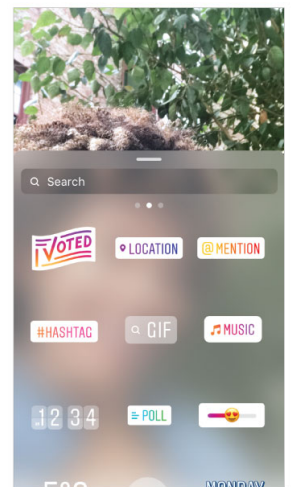
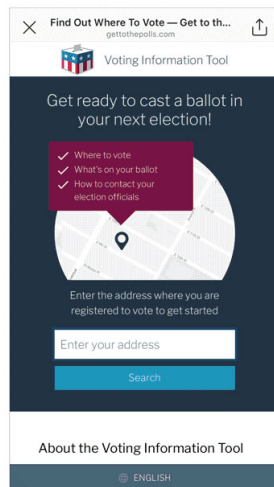
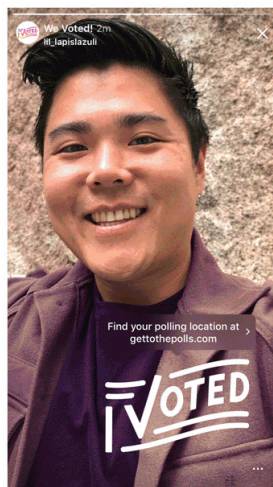
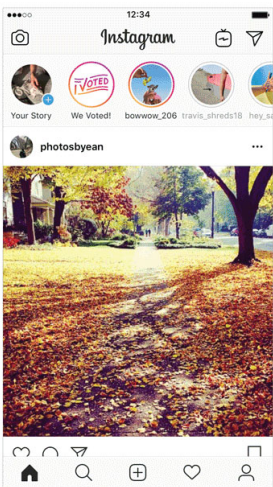


Have your work used across the country on Instagram

Top prize includes \$5,000 cash and an all-expense paid trip to San Francisco to meet the Instagram Design team

\$5000 cash



Overview:

In the lead up to the 2019 federal election, OCAD University has partnered with Instagram to give students the opportunity to create an “I Voted” sticker that will be available in Instagram Stories.

The goal of the competition is to leverage the widespread reach of Instagram to encourage civic engagement for the upcoming Canadian federal election.

Over 500 million people [≈ population of European Union, nation] across the world use Instagram Stories, and this fall Canadians will be able to use this platform to tell their community that they voted in 43rd federal election by using this interactive “I Voted” sticker on Instagram.

This two-phase competition will commission up to 10 students to design an “I Voted” sticker for Canada, with one winning student working on the final design for Instagram. To facilitate this, the winner will receive an all-expenses paid trip to San Francisco where they will meet with the Instagram team and finalize their design. The winner will also receive \$5,000 cash!

This competition will happen over two phases.

The first phase of this competition is based on existing work.

Eligibility

What to submit

How to submit

Up to five links to posts that show your best existing art and

1. [Visit judgify.me/ivotedocadu](https://www.judgify.me/ivotedocadu)
(<https://www.judgify.me/ivotedc>

The first phase of the competition is open to all **current, full-time undergraduate and graduate students** at OCAD University, including those who are graduating in summer, 2019.

Deadline: May 17, 2019

design work on Instagram.

The submissions do not need to be related to the specific theme of the competition and can feature recent or previous work.

This could include illustrations, graphic design, paintings, animations, or photos/video of products, sculptures, or installations.

Note: To get the link to an individual post on Instagram click on the dots in the upper right corner and select "Copy Link"

2. Register as a New User
3. Submit up to five URLs to your Instagram posts

Results: May 31, 2019

The submissions will be evaluated by a jury comprised of OCADU faculty and Instagram employees.

Up to 10 winners will receive

\$250 [≈ cost of PS3 gaming system, 2011] to create an "I Voted" sticker design

Your sticker design featured in an online exhibition

Eligibility to win the additional prizes in Phase 2

The students selected by the phase 1 jury will each create a design for a new interactive "I Voted" sticker for Instagram Stories.

For more information on how stickers can be used on

Eligibility

The second phase of the competition is only open to the winners of the first phase.

Deadline: June 28, 2019

What to submit

1. Written Statement

Maximum 250 words.

Each competition entry should have a written statement that explains the overall concept and goals of your design.

2. Visual Representations of your design

Maximum 10 images (.jpg or .png) and one video.

The visual presentation of the design should show the details of the design as well as how it could be implemented on the Instagram Stories platform.

Results: July 18, 2019

The submissions will be evaluated by a Jury comprised of OCAD U faculty and Instagram employees. The results will be highlighted on the competition website. In addition to the \$250 [≈ cost of PS3 gaming system, 2011] commission fee, three additional prizes will be awarded.

1st Prize

The winning design will be implemented by Instagram and featured during the federal Canadian election.

\$5,000 cash.

All-expense paid trip to California to meet the Instagram team and finalize their design.

2nd Prize

\$3000 [≈ One pack of cigarettes a day for a year, NJ, 2011] cash

3rd Prize

\$2000 [≈ One Starbucks latte per day for a year] cash

All Participants

All designs commissioned for this phase of the competition will be featured in an online exhibition on the competition website.

Key Dates and Deadlines:

| | |
|-------------------------|------------------|
| Competition launch | April 29, 2019 |
| Phase 1 Submissions Due | May 17, 2019 |
| Phase 1 Results | May 31, 2019 |
| Phase 2 Submissions Due | June 28, 2019 |
| Phase 2 Results | July 18, 2019 |
| Election Day | October 21, 2019 |

For more information,
please contact:
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(<mailto:ivotedocadu@ocadu.ca>)

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