



# EARTH HOUR 2011

## T-shirt Design Contest

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the Contest Structure

Organized by BOO Co. Ltd.,  
In coordination with WWF Vietnam Program, the Department of Education and Training Hanoi  
- 26/03/2011 -

“A contest for design students on the topic of Climate Change aiming to raise Vietnamese youths’ awareness and concerns about Climate Change, the current most alarming global environmental issue.”



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## I. Introduction and Purpose

To support Earth Hour Vietnam 2011, to be held from 20h30 to 21h30 on Saturday 26<sup>th</sup> March 2011, BOO Co. Ltd., in cooperation with WWF Vietnam Program, the Department of Education & Training Hanoi, and media sponsor YANTV, is organizing the second Earth Hour T-shirt Contest. The aim of the contest is to raise awareness about Climate Change by sending the message of Earth Hour 2011 to more people in the community. Subsequently, the contest help raise fund for the WWF Vietnam.

## II. Important deadlines

<b>Submission deadline:</b>	<b>22:00, Thursday, 10/03/2011</b>
Exhibition cum final judging:	14/03/2011
Earth Hour:	20:30 - 21:30, Saturday, 26/03/2011
BOO's Awarding Party:	2 <sup>nd</sup> April 2011

## III. Who may enter

All pupils and students from invited High schools, design faculties of invited Universities, Colleges and Institutes in Hanoi, and also free contestants of 16-25 years old in all over the country.

## IV. Topic

Contestants choose either topic:

1. *Your action against Climate Change:* simple and concrete action(s) that help reduce the effect of Climate Change, i.e. turn off the light when not in use, switch to eco-friendly transport means, do not use plastic bags, plant and grow tree, etc.;
2. *Climate Change:* Your understandings and interpretations about Climate Change (i.e. the rising of sea level; increase in number and frequency of natural disasters, etc.)

## V. Judging guidelines

### Judging criteria

The Board of Judges will judge base on a scale of 100, of which:

- ✓ Idea: 40 marks;
- ✓ Presentation: 60 marks, of which:
  - Layout: 20 marks
  - Colour use: 20 marks
  - Technique: 20 marks

### Judging process

- i. Designs to be submitted following instructions in Part VIII/4 – ‘Submit your design’;





- ii. 1<sup>st</sup> judging round: all submitted designs, both online and offline will be scored by the judges at a location of the Board of Organizers. Judges will pick the 40 best designs from each institution to be judged in the 2<sup>nd</sup> round;
- iii. 2<sup>nd</sup> judging round: chosen designs from all institutions will be exhibited, location to be announced. 2<sup>nd</sup> judging round will be included in the exhibition. Designers of 20 best designs will give short presentations about their works to convince the judges. Judges will decide the final 12 best designs, including 1 first-place winners, 3 second-place runners up, 6 third-place runners up and 2 young talent prizes.

\*Result will not be announced until the main event Earth Hour 2011 on 20:30, Saturday 26<sup>th</sup> March 2011.

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### Board of judges

The Board of Judges will be including:

1. Representative from the Department of Education & Training Hanoi;
2. Representative from WWF Vietnam Program;
3. Representative from BOO;
4. 02 experts in art and design.

## VI. Awards

\*The designs of the 10 finalists will be printed on 1200 t-shirts for sale at Bò Sữa chain stores in Hanoi and Ho Chi Minh City (a fashion brand of BOO). 100% of the profit generated from the sales of these t-shirts will be given to WWF Vietnam Program's Earth Hour Organizing Fund. These t-shirts will be included in reference T-shirt designs for the Earth Hour global program and will be exhibited in the Earth Hour events in Vietnam.

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### Main awards

- ✓ Award certificates and souvenirs to commemorate contribution to Earth Hour 2010, issued by WWF Vietnam Program and BOO. This is the most meaningful prize, to recognize the efforts to help spread Earth Hour message to more people in Vietnam with the final purpose of 'Fight against Climate Change and Global Warming'.
- ✓ One single day trip to a sightseeing location in the North to get to know effect of Climate Change on the life of the local environment and habitants.
- ✓ Tangible prizes (non-transferable and cannot be exchanged for cash):
  - 1 First-place winners: winner will be awarded 1 road bike, 3 t-shirts printed with his/her winning design, plus Bò Sữa voucher valued at 3,000,000VND;
  - 3 Second-place runners up: each runner-up will be awarded 3 t-shirts printed with his/her winning design, plus Bò Sữa voucher valued at 2,000,000VND;
  - 6 Third-place runners up: each runner-up will be awarded 3 t-shirt printed with his/her winning design, plus Bò Sữa voucher valued at 1,000,000VND;
  - 2 Young talent prizes: each prize winner will be awarded 3 t-shirt printed with his/her winning design, plus Bò Sữa voucher valued at 1,000,000VND.





## VII. Terms and conditions

Submitted designs will not be returned. The Organizing Board has full authority to use submitted designs in any of their promotional and/or commercial activities with proper citation, without having to pay any fee or asking for permission.

The finalists' designs will be used as explained above in part VI – Awards.

Submitted designs must be unique and original. Images and ideas used in submitted designs should not be copied from any source without the authors' permission and/or proper citation. BOO and WWF Vietnam Program do not have any liability in case of contestants' copyright infringements. Contestants take full liability for their designs' copyrights.

*Note: In the case of violation of any term, condition, or requirement above, the Organizing Board can disqualify your design without informing you.*





## VIII. Instructions for presenting and submitting a design

### Understand your chosen topic!

Idea is the most important factor, which takes 40 over total 100 marks and being one of the requirements! So, question yourself now! Have you heard about 'Earth Hour', 'Climate Change' or 'Global Warming'? Do you understand enough about your chosen topic? Are you ready to convert your understandings into some incredibly awesome ideas?

(Picture: 'Global warming' – Malgorzata Bedowska, Poland.  
Source: <http://posters.panda.org/>)

Let research for much more inspirations!

Examples of cool designs about Climate Change topics: <http://posters.panda.org/>

Find more about Climate Change and Global Warming at:  
[http://www.panda.org/about\\_our\\_earth/aboutcc/](http://www.panda.org/about_our_earth/aboutcc/)

Recommended searching keywords: "Climate change", "global warming", "Energy consumption", "energy saves", "earth hour", "green house effect", "carbon footprint", etc.



### Create your design

#### i. Requirements

- Present your design on a basic blank t-shirt frame (see picture below);
- Idea of the design must closely stick to its chosen topic;
- It is obligated to include both front-side design of a t-shirt;
- It is optional to include back-side design of a t-shirt;
- Use maximum 6 colors on each t-shirt design;
- Include required personal information on the design's lower-right corner;
- Designs by computer:
  - Do not use gradient effect;
  - Possible to use half-tone effect;
  - Soft copy for submission: must be in jpg/jpeg format, minimum 150 dpi, maximum 1MB;
  - Hard copy for submission: must be printed on an A3-size paper to each design (front side or back-side);
  - Keep your original file to submit per request by the Organizing Board.
- Drawings/Paintings:
  - Draw/paint on an A3-size paper to each design (front side or back-side);
- Each contestant may submit more than 01 design.

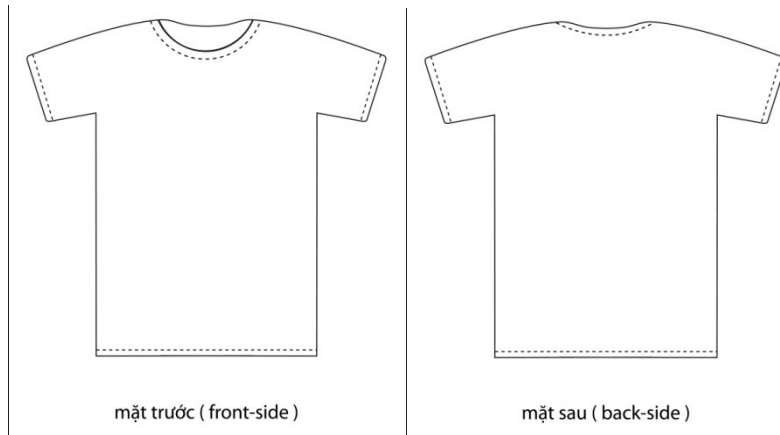
\* Required personal information:

- Full name;
- Date of birth (DD/MM/YY);
- Contact phone-number;





- Where are you studying at;
- How many design(s) you submitted;
- Your chosen topic (obligated) and short say about your design (optional);



-Không sử dụng hiệu ứng Gradient ( Gradient effect )



-Có thể sử dụng hiệu ứng Halftone ( Halftone effect )





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### Copyrights

To remind you once more, submitted designs must be unique and original. Images and ideas used in submitted designs should not be copied from any source without the authors' permission and/or proper citation. BOO and WWF Vietnam Program do not have any liability in case of contestants' copyright infringements. Contestants take full liability for their designs' copyrights.

*Notice: In the case of violation of any term, condition, or requirement above, the Organizing Board can disqualify your design without informing you.*

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### Submit your design

By submitting the design(s), contestants are considered to have agreed with all the regulations, terms and conditions of the Contest.

- Hard copy: please deliver to address **"Tat den Bat y tuong Contest, 19A Dang Tran Con, Dong Da District, Ha Noi"**.
- Soft copy: please send to email address **tatden2011@bosua.vn**

*Notice in case you submit softcopy: If your design is picked, the Organizing Board will contact you to request for high resolution artwork.*





## Contacts

### Organizing Board

BOO's Representative	WWF's Representative
<p><b>Ms. Nguyễn Thị Thu Trang</b>            Manager of Environmental Projects-BOOVironment            BOO Trading Company Limited            Add: 19A Dang Tran Con str, Dong Da district, Hanoi            Mobile: (04) 3722 6774-301 (during working hour)            Email: <a href="mailto:nguyentrang.bin@gmail.com">nguyentrang.bin@gmail.com</a></p>	<p><b>Ms. Nguyễn Phương Ngân</b>            Communication Staff, WWF Vietnam Programme            D13 Thang Long International Village, Cau Giay district,            Hanoi            Tel: (04) 37193049-124            Email: <a href="mailto:ngan.nguyenphuong@wwf.panda.org">ngan.nguyenphuong@wwf.panda.org</a></p>

### Information Inquiries

\* The contest official website: [www.bosua.vn/tatden](http://www.bosua.vn/tatden)

General information:	Technical help:	Inquiries about Earth Hour:
<p><b>Ms. Nguyễn Thị Liên</b>            Manager Assistant, BooVironment            Mobile: 0972 409 429 (during working time)            Email: <a href="mailto:lien@bosua.vn">lien@bosua.vn</a></p>	<p><b>Mr. Nguyễn Văn Hiếu</b>            Director of art            BOO Trading Co., Ltd.            Tel: 04-3 722 6774 (during working time)            Email: <a href="mailto:hieu@bosua.vn">hieu@bosua.vn</a></p>	<p><b>Ms. Nguyễn Phương Ngân</b>            Communication Staff, WWF Vietnam Programme            D13 Thang Long International Village, Cau Giay district, Hanoi            Tel: (04) 37193049-124            Email: <a href="mailto:ngan.nguyenphuong@wwf.panda.org">ngan.nguyenphuong@wwf.panda.org</a></p>



