

Palais des Festivals, Cannes. 17-24 June 2017

Cannes Lions Design Competition

Competition

Overview

Teams will be required to create a brand identity in response to a brief given by the client. To provide an equal opportunity for everyone Teams will be required to only use the hardware, software, and images authorised by the Festival Organisers and the Sponsors.

1) Timings

Competition	MONDAY 19 JUNE	08:30 – 20:00	COMPETITION AREA
Deadline	MONDAY 19 JUNE	20:00	COMPETITION AREA
Winners announcement	WEDNESDAY 21 JUNE	11:30	THE WORK & AWARDS HUB

2) Rules

All computer screens are checked via a remote desktop server

I confirm my team has:	
Only used content from Getty Images – image sponsor of Young Lions Competitions www.gettyimages.com	
Used only the hardware and software authorised by the festival Personal laptops, hard drives or other input devices are not allowed	

3) Equipment

- iMac
- Wacom Intuos Pro Pen Tablet
- Adobe Creative Cloud <http://www.adobe.com/uk/products/creativecloud/tools-and-services.html>

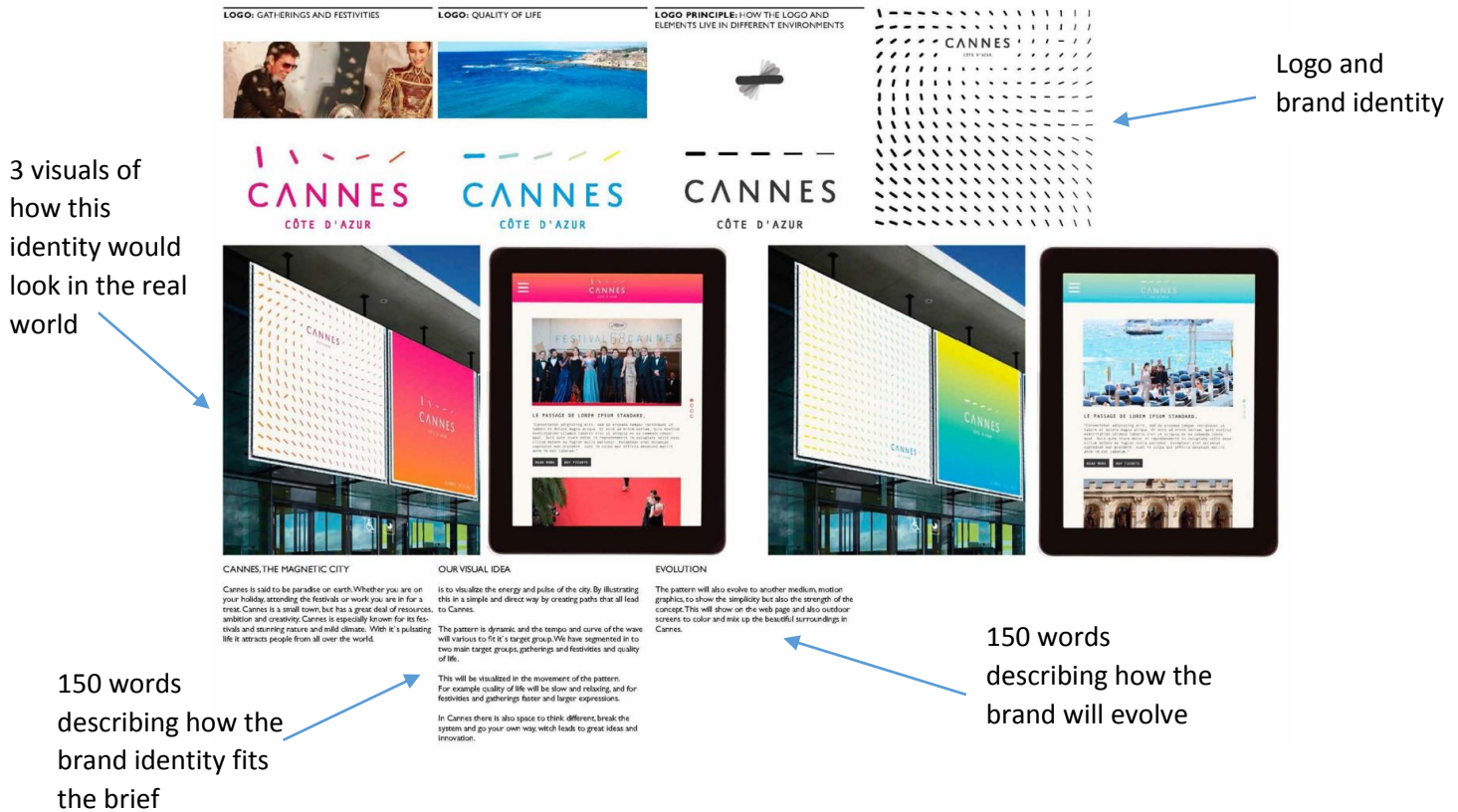
4) Deliverables

Each team must create an A3 design which will include:	
A brand identity including 3 visuals of how this identity would look in the real world	
150 word description of how the brand identity fits the brief	
150 word description of how this brand would evolve	

Word documents must also be available to view alongside each entry

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Example:



5) Technical Specification

Teams will produce a single A3 landscape document

All teams must ensure:	
The brand identity has been created with Adobe Illustrator in CMYK mode and saved in ".ai" file format	
The final document, with the word descriptions (example above) has been created using Adobe InDesign	
All the vectorised images have been created with Adobe Illustrator in CMYK mode and saved in ".ai" file format	

6) Printing

Teams can only print two work proofs during the competition

- Make sure you have printed your first work proof at least an hour before the competition deadline
- Your work proofs will be printed in the organisers' office on A3+ paper (48.3 x 32.9 cm or 19 x 13 inches) directly from your Mac

Teams can only print one final document

- Before printing, export your file as a ".pdf" file using the predefined export style menu ("File > PDF Style... > YLC Print PDF file")
- Your work proofs will be printed directly from your Mac
- Your final print will be available at the entrance of the Technical office a few minutes later



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7) **Finished?**

Before leaving the competition area teams must ensure:

Their final A3 document is correctly printed and submitted to the technical office	
The final A3 document (PDF file), is saved in the folder named 'FINAL' found in your homedrive	
The complete project with fonts, source files and final work files are saved in a folder named 'WORKING OUT' found in your homedrive	

8) **Winners Announcement**

WEDNESDAY 21 JUNE 11:30 THE WORK & AWARDS HUB

All teams must attend the winners' announcement, timings are strict so please turn up on time.
Winners must remain in the area for photos and further instructions

9) **Awards Show**

Gold winners will be presented with their medals at the Awards Ceremony on Wednesday 21 June at 19:00