

Graphis

Mind Matters

Mental health awareness with a visual





Fig: 1 – Mental Health a very underrated part of daily wellbeing

Premise

UNI invites Architects, Visual/Graphic Designers, and the student fraternity for the third edition of its series of Graphic Design Challenges as part of its unit block, Graphis.

Challenges under 'Graphis' are carefully curated to bring out the best of visual communication and graphic language to educate, reflect, and inspire change with respect to pertinent world issues through visuals.

A picture is worth a thousand words, and Graphis abides by that adage, to inspire participants to try and portray complex ideas and emotions through a still image.

The competition understands the importance of efficient and effective communication in the digital age and aims to recognize innovative ideas and techniques that aim to redefine the



notions guiding conventional graphic design, and foremost, create impact.



Fig: 2 – The ability to share and help each other is crucial at such phases - An illustration

Theme

Mental illnesses affect 19% of the adult population, 46% of teenagers, and 13% of children each year. People struggling with their mental health may be in your family, live next door, teach your children, work in the next cubicle, or sit in the same aisle. However, only half of those affected receive treatment, often because of the stigma attached to mental health. Untreated, mental illness can contribute to higher medical expenses, poorer performance at school and work, fewer employment opportunities, and increased risk of suicide.

The Brief of this particular challenge is to make a poster/artwork – that either promotes mental health awareness OR visualizes the effects of poor mental health on our daily lives through metaphorical/surreal illustrations. The images should not depict any form of self-harm, but shall



be something that can be shared by people to carry your message with the poster.

Deliverables

You have to deliver a **graphic/visual outcome** *representing* the given theme, based on the following outlines. **Only one final graphic design** needs to be submitted. The image should be of size **[2800px x 3200px]** in portrait or landscape digital format (**JPEG only**).

The graphic may be entirely hand-drawn and rendered, digitally created, or a combination of both. The usage of photographs, stylized/credited or otherwise, directly is strictly not allowed.

The use of lassoed graphics lifted from an existing image is limited to half of the total graphic. (The guidelines are indicative, and are placed only to reduce plagiarized artworks – any infringement detected or reported will be notified, and may be removed from competition if found guilty)

The list of deliverables are:

1. Title
 2. Subtitle
 3. Artwork
 4. A few process images
 5. A statement in about 100 words supporting the artwork - You can attach this as an additional image below your artwork
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Objectives / Judging Criteria

Awareness: Primary aim is to inform and spread information about this issue.

Expression: The graphic should effectively communicate its intent and idea to the viewer.

Lucidity: Clarity in composition and intent to communicate the idea better.



Visual Delivery/Aesthetics: A distinct visual language to help the graphic stand out for better communication.

How to submit?

Read all the competition rules and details from the sidebar, and hit **register**. You can pay the entry fee and book your registration right away. The additional resources directly unlock as soon as you register on your dashboard. Once you are ready with your project - begin uploading from the dashboard and follow this tutorial to submit. You can add your team members to your project while submitting it.

Discover the full submission tutorial here: <https://to.uni.xyz/uploadtutorial>



Additional Resources

This competition contains additional resources that contain a set of files useful to complete the competition submission. This folder is made available on your profile dashboard automatically as soon as you register.

This additional resource folder of this competition contains:
Submission Format files in PSD | AI | InDD

Learn more on <https://uni.xyz/competitions/mind-matters/info/about>

Base Rules

- + The competitions are open for students and professionals from all the disciplines of design.
- + The team limit for this competition is 2 members maximum per team.
- + You can register more than one team but they have to be registered separately.
- + Ensure that the final sheets submitted do not include your name or any other mark of identification.
- + Your submission is linked to your UNI user account which stands as your identification, we do not have any identification codes.
- + In case of publication in the yearbook we will reach out separately for selected entries.

Pro Tips

- + Use exploded views to discuss multi-leveled conceptual models better.
- + Mention sheet number on the corner of every sheet.
- + All the sheets or images will be viewed on a digital device. e.g. Laptop screen or projector. Uploaded sheets or images will not be physically printed for evaluation. The submission hence should be prepared for digital viewing only.
- + Submit JPEG images only. (PNG will not function)



Prizes / Deadlines / Registration

For complete information on active prizes and details on the entry fee, visit the Awards & Fees section of the competition here:- [Awards&Fees](#)

Learn more about this competition here: <https://uni.xyz/competitions/mind-matters/info/about>

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