

Birmingham Flag Project



CALL FOR ARTISTS

Due: September 14, 2015

bhmflagproject.com

Design Week Birmingham is seeking proposals to design an unofficial flag for Birmingham, Alabama.



Flags matter.

They rally. They mobilize.
They represent.

A flag can embody and
affirm a community's
ideals and values.

A flag can welcome,
console, honor, unify.



CURRENT BIRMINGHAM CITY FLAG

—
designed in 1921
officially adopted August 18, 1925

BIRMINGHAM HAS A FLAG,
but you probably haven't seen it.
It was designed nearly a century ago,
and it is neither a well designed flag
nor a representative symbol of what
Birmingham is now and aspires to be.

Birmingham needs a new flag.
And we need you to design it.

THE BIRMINGHAM FLAG PROJECT is an
open competition aligned with Design Week
Birmingham (DWB), an annual city-wide event
inspired by the belief that design matters.
Each year in October, design professionals,
artists and creatives gather for lectures,
film screenings, exhibitions and workshops
to promote communication and collaboration
and build lasting relationships across the
design community.

DWB believes good design—and a well-
designed flag—is a transformational tool,
used to engage, connect, and inspire.

THE SUBMISSION DEADLINE IS SEPTEMBER 14, 2015, AT 5.00PM CDT.

Eligibility

Late submissions will not be accepted.

Deadline

Birmingham Flag Project organizers are not responsible for lost or undelivered submissions.

This call is open to any individual or team of individuals. Any team that submits a proposal must list an individual team leader as the main point of contact. Individuals and teams may submit multiple entries, but each entry must be submitted with its own application.

The deadline for the submittal of all application materials is **5.00PM CDT on Monday, September 14, 2015** for both online or mailed applications.

ONLINE SUBMISSIONS Apply at bhmflagproject.com.

MAILED SUBMISSIONS Send to American Institute of Architecture-Birmingham, 109 Richard Arrington Jr Blvd. South, Birmingham, AL 35233.

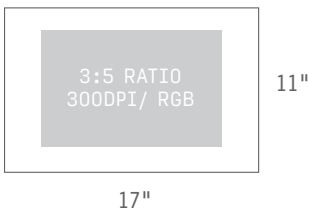
Important Dates

Late submissions will not be accepted.

- SEPT. 14, 2015 » Deadline for submission of applications materials.
- SEPT. 15 - 22, 2015 » All submissions are reviewed and 3-5 finalists are selected.
- SEPT. 23, 2015 » Finalists are notified
- SEPT. 24, 2015 » Finalists announced
- SEPT. 24 - OCT. 18, 2015 » Public voting on finalists
- OCT. 19 - 24, 2015 » Exhibition of submissions at UAB's Project Space.
- OCT. 24, 2015 » Winner unveiled at DWB closing event

File Uploads

Flag design must be uploaded as a JPG format, 11"x17", landscape-oriented, 300 dpi, RGB color mode.



PLEASE NOTE:
Files not saved in proper format or that exceed maximum size limit will not be considered.

If submitting multiple entries, add next number to indicate subsequent submissions.

For Example,
"lastname"_"firstname"_"flag"_.jpg
"lastname"_"firstname"_"text"_.pdf

Uploading

» FILE UPLOAD #1 **FLAT VIEW OF FLAG DESIGN** Your design should be made in 3:5 ratio on an 11"x17" landscape-oriented document, 300dpi, RGB color space, and saved in JPG format. File size should not exceed 5mb.

File name "lastname"_"firstname"_"flag".jpg

» File upload #2 **SUPPORTING TEXT DOCUMENT** describing the meaning and symbolism of your flag. Document should not exceed 300 words and should be saved in PDF format.

File name "lastname"_"firstname"_"text".pdf

» File upload #3- 5 (optional) **UP TO THREE SUPPLEMENTAL IMAGES OR DESIGNS** that show a different treatment of your flag (*design applied to mugs, pins, app buttons, tattoos, t-shirt, banner, stickers, bags, etc.*). Images should be placed on an 11"x17" landscape-oriented document, 300dpi, RGB color space, and saved in JPG format. File size should not exceed 5mb.

File name "lastname"_"firstname"_"supplement_1".jpg,
"lastname"_"firstname"_"supplement_2".jpg,
"lastname"_"firstname"_"supplement_3".jpg

IF SUBMITTING PRINTED HARD COPIES BY MAIL, please provide a flat 11"x17" landscape-oriented printout of flag art and supplemental images.

Rights & Ownership

creativecommons.org

By submitting your design, you consent to releasing your works, rights and interests to Creative Commons Zero (CC0) – “No Rights Reserved” licensing, thereby dedicating the work to the public domain by waiving all of your rights to the work worldwide under copyright law, including all related and neighboring rights, to the extent allowed by law. In an effort to keep this a free-to-submit design competition there is no monetary compensation for finalists or winners.

Resources

For more information on flag design and to find inspiration, visit the North American Vexillological Association online (nava.org) and see our resources page (www.bhmflagproject.com/resources).

When designing your flag, remember:

Keep it **SIMPLE**

- » Using fewer colors will make for a bold design.
- » Contrast is also important—consider using light colors on dark, and vice-versa.

Be **DISTINCTIVE**

- » Are the elements of your flag are different enough from other recognizable flags?
- » Could a child draw your flag from memory?
- » Avoid features that could become obsolete or dated.
- » Your flag should work in both historic and modern settings.

Make it **LEGIBLE**

- » Are the elements readable if reproduced at the size of a postage stamp?
- » Please avoid using text.
- » Avoid using the city seal.

Use **MEANINGFUL SYMBOLISM.**

- » Graphical representations and symbols work better than realistic pictorial depictions.

Application

If mailing your submission,
please complete this form
and all required application
materials no later than
September 14, 2015 5pm (CDT).

FIRST NAME

LAST NAME

NAME YOU PREFER TO GO BY

TEAM/ORGANIZATION NAME (optional)

EMAIL ADDRESS

PHONE NUMBER

MAILING ADDRESS

CITY

STATE

ZIPCODE

DESCRIBE THE MEANING AND SYMBOLISM OF YOUR FLAG (maximum 300 words)