

Calls for Entries: Create Culture Design Exhibition

A. Background

This call aims to explore the deep integration of design and culture, promoting the inheritance and innovation of culture. Designers will create works with cultural heritage and modern aesthetics by combining multicultural backgrounds with contemporary design concepts. Through reinterpreting traditional cultural elements, designers will breathe new life into them, showcasing the unique charm and innovative potential of culture, thereby driving the integrated development of culture and technology.

B. Theme of the Exhibition

Design, Cultural Innovation

C. Participants

1. Current students majoring in Design;

2. Teachers from design-related majors;
3. Outstanding designers and relevant scholars in the industry.

D. Directions for the Entries

Works are collected around the theme of design culture, including but not limited to the following contents:

1. Deep Cultural Exploration·Diverse Innovation

Entries focus on excavating traditional cultural elements and integrating them diversely with modern design concepts, encouraging interdisciplinary and cross-cultural innovation, demonstrating the unique value of design in cultural inheritance and innovation.

2. Social Connection·Responsibility

Entries center on social issues, encouraging designers to address social hot spots through their designs, convey positive energy, and reflect the proactive role of design in solving social problems and improving public quality of life.

3. Technology Integration·Frontier Exploration

Entries focus on cutting-edge design innovations utilizing emerging technologies, exploring the deep integration of technology and design culture, enhancing the technological sense, interactivity, and futuristic feel of design works.

4. Green Practice·Sustainable Development

Entries revolve around green design concepts, Pay attention to environmental protection, energy conservation, and sustainable development, and promote the design industry towards green, low-carbon, and circular directions.

5. Cross-border Integration·Infinite Possibilities

The collected works focus on cross-border cooperation and innovation, explore the integration of design with other fields, expand the breadth and depth of design culture, and uncover the infinite possibilities of design culture.

E. Forms and Requirements of Works

1. The types of works are clearly defined as various types under the theme of design culture, including but not limited to products, graphics, space, video, animation, interactive design, fashion design, packaging design, illustration design, etc.

Creators are encouraged to choose based on their own expertise and interests to showcase diverse expressions of design culture.

2. Works should be submitted in electronic document form, including but not limited to Word, PDF, JPEG, PNG, MP4, SWF, and other formats, with specific formats determined by the type of work, ensuring that files are clear and readable, and formatted properly.

3. Content must be original, plagiarism is strictly prohibited, reflecting the innovative thinking and artistic expression ability of individuals or teams. Design works need to closely revolve around the theme of design culture, accurately conveying design concepts and cultural connotations through creative ideas and forms of expression.

4. Submissions must include written description, which should be concise and to the point, elaborating on the design concept, creative inspiration, implementation process, cultural significance and thematic meaning of the work.

F. Work Requirements

1. Original content, strictly no plagiarism;

2. Reflect thematic features, with innovation and practicality;
3. Submitted content must include a work description document, elaborating design concept, creative background, and implementation methods.

G. Schedule Arrangements

1. Calls for entries phase: From now until April 10, 2025;
2. Evaluation phase: April 11 - April 15, 2025;
3. Demonstration phase: April 17 - May 15, 2025;
4. Exhibition venue: Exhibition Hall, School of Design, Jilin Animation Institute.

H. Evaluation Criteria

1. Theme Fit (30%): Whether the work fits the theme of "Design, Cultural Innovation" ;
2. Innovation (30%): Uniqueness and creativity of the work;
3. Practicality (20%): Implementability and social value of the work;

4. Aesthetic Value (20%): Visual appeal and design quality of the work.

I. Event Outcomes

1. Selected works will participate in the "Create Culture - Design Exhibition" ;
2. Participating universities will receive the "Create Culture - Design Exhibition Collection";
3. Selected works have the opportunity to participate in subsequent research projects or incubation practices.

J. Participation Method

Submissions must be in electronic format and sent via email.

Email Subject Format: Create Culture - Design Exhibition -
University Name - Author's Name

Email Address: animationfa@126.com

Contact Information: 86-431-87019912

K. Precautions

Entries must be original and must not infringe on any third party's intellectual property rights;

The organizer has the right to use award-winning works for non-commercial purposes such as publicity and display.

Any matters not covered herein shall be subject to the final interpretation of the organizer.