

Pravo učešća imaju mladi (od 18 do 35 godina) grafički dizajneri/ke, ilustratori/ke, studenti/kinje dizajna i arhitekture, vizuelni umjetnici/ce, fotografi/kinje, arhitekta/ice... iz regiona (**Crna Gora, Slovenija, Hrvatska, Bosna i Hercegovina, Srbija, Kosovo, Makedonija, Albanija**).

Svaki/a ucesnik/ca ili grupa moze da prijavi **najviše tri rada**, tako da sva tri spadaju u istu kategoriju, ili da je riječ o jednoj seriji od tri rada, ili po jednom individualnom radu u tri različite kategorije (plakat, tipografsko pismo, fanzin).

Rok za prijavu: 15. april 2022. godine do 23:59h

Prijava je besplatna!

Prijavni formular je dostupan online.

Prijavom na ovaj konkurs, prihvatate da FLUID dizajn forum i NVU FLUX mogu da koriste vaše prijavljene radove u promotivne svrhe.

Prijavljeni rad mora biti autorsko djelo osobe iz prijave za konkurs.

U okviru FLUID dizajn foruma #10/2022 (maj 2022) biće otvorena izložba odabranih radova.

Autorima prva tri odabrana rada u svakoj kategoriji biće ponuđeno da u okviru FLUID dizajn foruma #11/2023 realizuju zajedničku izložbu ili prezentaciju.

FLUID – Regional Awards for Young Designers

FLUID dizajn forum i NVU FLUX objavljuju regionalni konkurs za mlade dizajnere/ke na temu **LEGO ERGO SUM** (Cetinje, maj 2022).

FLUID Design Forum and NGO FLUX International Contest for Young Designers: **LEGO ERGO SUM** (Cetinje, MNE, May 2022).

Kategorije:

Plakat

Tipografsko pismo

Fanzin

Categories:

Poster

Typeface

Fanzine

Registration is open for young (18-35) graphic designers, illustrators, design&architecture students, visual artists, photographers, architects... **from Montenegro, Slovenia, Croatia, Bosnia & Herzegovina, Serbia, Kosovo, North Macedonia, Albania.**

Each participant or group can submit **a maximum of three works**: either three works under one category, a series of three works for one category, or one work for each category (poster, typeface, fanzine).

Deadline: 15th April 2022, before 11.59pm

No Entry Fee!

The entry form is available online.

By submitting, you accept that FLUID Design Forum Montenegro and NGO FLUX could use your artwork for promotional purposes.

Submitted work must be the original artwork of the competition applicant.

The Exhibition of selected works will be organized @ FLUID Design Forum #10/2022 (May 2022).

Three authors in each category will be selected and they will be offered to take part in a joint exhibition or presentation @ FLUID #11/2023.

PRIJAVI SE / APPLY NOW

FLUID – Regional Awards for Young Designers

LEGO ERGO SUM (Tematska izjava)

Čitanje kao aktivnost inherentno je grafičkom dizajnu. Njihov uzajamni odnos je, međutim, složen. Ne samo da možemo govoriti o odnosu teksta i njegovog grafičkog oblikovanja već i o drugim formama grafičkog dizajna koje jednako tako „čitamo“, „iščitavamo“ i u koje „učitavamo“. Polazna tačka kada se razmišlja o dizajnu i čitanju mogu biti i opštija pitanja: Šta, gdje i kako čitamo? Kako kodiramo i dekodiramo značenje? Kako grafičko oblikovanje sadržaja donosi novi sloj značenja?

Čitanje možemo posmatrati kao kreativan čin kroz koji dolazi do rekontekstualizacije sadržaja. Unutar dizajna moramo razmišljati o čitanju kao metodi širenja znanja i razvijati taktike čitanja. Grafički/a dizajner/ka mora osvijestiti svoju ulogu u interpretaciji i redefinisaju informacija. Samo prenošenje riječi u vizuelnu formu rezultira dodatnim ili novim značenjem, bilo da iza toga stoji intencija (dizajnera/ke), bilo da je to samo posljedica tehnološkog ili stilskog konteksta iz kojeg proizilazi. Semantička komplementarnost forme (dizajna) i sadržaja (teksta) je jedna od fundamentalnih paradigmi grafičkog dizajna – od dizajnerskih stilova *fin de siècle*, preko Bauhauasa i modernističkih plakata, do emotikona ili mimova.

Međutim i ova relacija – kao i svaka druga – evoluirala. Šta se sa njom dešava kada se i sam odnos prema kulturi čitanja radikalno mijenja? Kako hiperprodukcija informacija, displej kultura, fragmentirana stvarnost i niz drugih fenomena umreženog društva podrivaju tradicionalnu kulturu čitanja, mijenjaju obrasce i modele odnosa prema tekstu? Kako grafički dizajn utiče / reaguje / doprinosi / oponira ovim trendovima? Kako savremeni prostori i relacije utiču na područje tipografije? Kako će izgledati budućnost izdavaštva uz trenutno stanje koje govori da su formati sa avangardnom i transgresivnom prošlošću – poput mini-edicija, nezavisnih umjetničkih časopisa, eksperimentalnih DIY publikacija, fanzina, asemičnih žurnala – življi i raznovrsniji nego ikad?

LEGO ERGO SUM (Statement)

The act of reading is inherent to graphic design, and it is a complicated relationship. We can think about the text's design (typographic properties) or about various forms of graphic design that we "read" or "read into". When thinking about this relationship, a starting point can be broad questions: What, where and how do we read? How do we encode and decode meaning? How does the graphic design of content bring a new layer of meaning?

We can consider reading a creative activity that interprets and recontextualises information and as a critical dissemination method within design education. The graphic designer must be aware of their role in shaping and communicating information. Transferring a word into a visual form results in additional or new meaning, whether it is the designer's intention (or whether it is only a consequence of the technological or stylistic context from which it arises). The semantic complementarity of the form (design) and content (text) is one of the fundamental paradigms of graphic design – from *fin de siècle* design styles, through Bauhaus and modernist posters, to emoticons or memes.

This relationship – like any other – is evolving. Attitudes towards reading culture are changing radically – how does this impact this relationship? How does hyperproduction of information, display culture, fragmented reality, and a networked society undermine the traditional reading culture? And does this change the patterns and attitudes towards reading? In what ways does graphic design influence / react / contribute / oppose to these trends? How do modern spaces and relations affect the field of typography? What will the future of publishing look like when formats with an avant-garde and transgressive past (mini-editions, independent art magazines, experimental DIY publications, fanzines, magazines) are livelier and more diverse than ever?

FLUID – Regional Awards for Young Designers

FLUID dizajn forum i NVU FLUX objavljuju regionalni konkurs za mlade dizajnere/ke na temu **LEGO ERGO SUM** (Cetinje, maj 2022).

Žiri:

Plakat: Mirko Ilić (SAD), Borut Vild (RS), Dejan Kršić (HR), Nikola Bada Radonjić (CG), Ana Matić (CG).

Tipografsko pismo: Olivera Stojadinović (RS), Nikola Đurek (HR), Domen Fras (SLO), Dalida Karić Hadžiahmetović (BIH), Adela Zejnilović (CG).

Fanzin: Johanna Marcadé-Mot (FR), Mane Radmanović (RS), Sven Sorić (HR), Ivana Vujošević (CG), Radovan Vukasović (CG).

Tehnička uputstva za slanje radova

Plakat

- PDF – 50 x 70 cm (vertikalna kompozicija)
- Rezolucija bitmap slike mora biti najmanje 150 px/inch
- Veličina fajla (datoteke): do **10 MB**

Tipografsko pismo

- PDF – A3 (horizontalna orijentacija)
- Dokument može da sadrži najviše 6 strana
- Prezentacija originalnog tipografskog pisma izvedenog u digitalnom formatu treba da prikaže sva slova i znakove koje pismo sadrži. Ukoliko je u pitanju tipografska familija, uz kompletan skup znakova, na posebnim listovima PDF prezentacije treba predstaviti i sve fontove koji je čine. U prezentaciju obavezno uključiti naziv ovogodišnje teme – LEGO ERGO SUM.
- Veličina fajla (datoteke): do **10 MB**

Fanzin

- PDF – 148 x 210 mm (vertikalna orijentacija).
- Dokument treba da sadrži 4 strane
- Rezolucija bitmap formata (.JPG) mora biti 300 px/inch
- Veličina fajla (datoteke): do **10 MB**

FLUID Design Forum and NGO FLUX International Contest for Young Designers: **LEGO ERGO SUM** (Cetinje, MNE, May 2022).

Jury:

Poster: Mirko Ilić (US), Borut Vild (RS), Dejan Kršić (CRO), Nikola Bada Radonjić (MNE), Ana Matić (MNE).

Typeface: Olivera Stojadinović (SRB), Nikola Đurek (CRO), Domen Fras (SLO), Dalida Karić Hadžiahmetović (BIH), Adela Zejnilović (MNE).

Fanzine: Johanna Marcadé-Mot (FR), Mane Radmanović (SRB), Sven Sorić (CRO), Ivana Vujošević (MNE), Radovan Vukasović (MNE).

Technical proposals

Poster

- PDF – 50 x 70 cm (vertical composition)
- The resolution of the bitmap image must be at least 150 px/inch
- File size: up to **10 MB**

Typeface

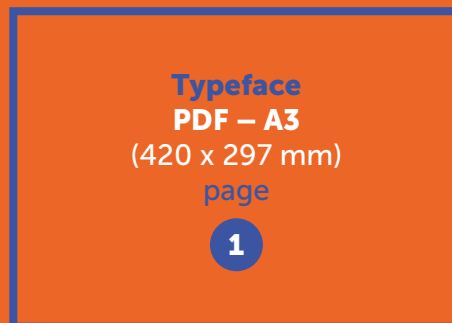
- PDF – A3 (horizontal orientation)
- The document can contain a maximum of 6 pages
- The presentation of the typeface made in digital format should contain all letters, numbers, punctuation and other symbols. If font family is presented, in addition to the complete set of characters, each font should be presented on a separate page of the PDF document. Must to include the theme of this year's FLUID – LEGO ERGO SUM in presentation.
- File size: up to **10 MB**

Fanzine

- PDF – 148 x 210 mm (vertical orientation).
- The document must contain 4 pages
- The resolution of the bitmap format (.JPG) must be 300 px/inch
- File size: up to **10 MB**

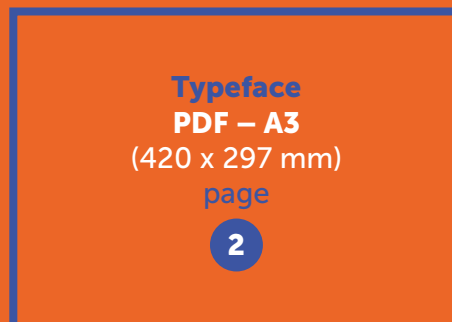


Poster
PDF – 50 x 70 cm



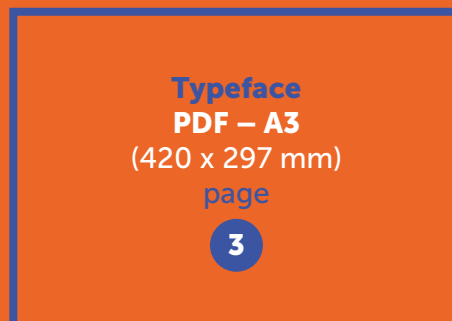
Typeface
PDF – A3
(420 x 297 mm)
page

1



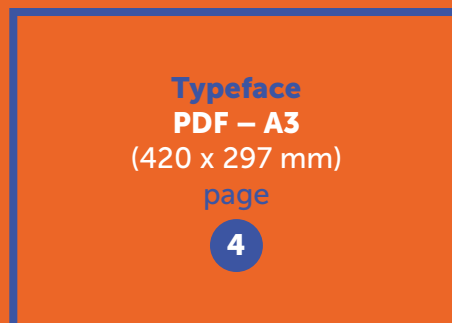
Typeface
PDF – A3
(420 x 297 mm)
page

2



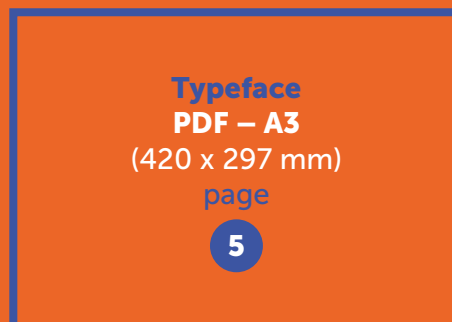
Typeface
PDF – A3
(420 x 297 mm)
page

3



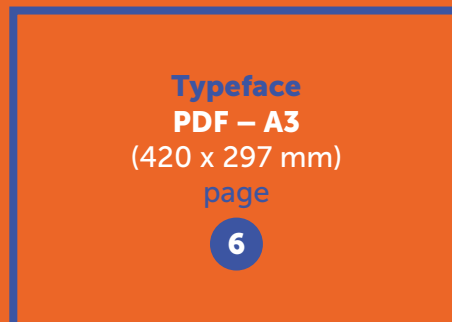
Typeface
PDF – A3
(420 x 297 mm)
page

4



Typeface
PDF – A3
(420 x 297 mm)
page

5



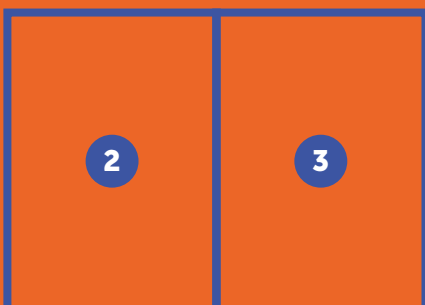
Typeface
PDF – A3
(420 x 297 mm)
page

6

Fanzine
PDF – 148 x 210 mm
4 pages
export facing pages



1



2

3



4

FLUID – Regional Awards for Young Designers

Prijavni formular je dostupan online
The entry form is available online

Ime / Name

Prezime/ Last name

- **Student / Student**
Naziv fakulteta / Name of the Faculty
- **Profesionalac / Professional**
studio / freelance...

Pol / Gender

Datum rođenja / Date of birth

Država / Country

Adresa / Address

Telefon / Phone number

E- mail

Web ili društvene mreže / Web or social networks

• **Izjavljujem da je prijavljeni rad moje autorsko djelo / I hereby declare that the submitted artwork is my own work.**

• **Saglasan/na sam da NVU FLUX i FLUID dizajn forum mogu da koriste moj rad u promotivne svrhe / I agree that the NGO FLUX and FLUID Design Forum may use my artwork for promotional purposes.**

Work 1)

Kategorija / Category

- Plakat / Poster
- Tipografsko pismo / Typeface
- Fanzin / Fanzine

Naziv rada / Title

Godina / Year

*upload

(1_Poster_Name_Surname_Title.pdf) or
(1_Type_Name_Surname_Title.pdf) or
(1_Fanzine_Name_Surname_Title.pdf)

Work 2)

Kategorija / Category

- Plakat / Poster
- Tipografsko pismo / Typeface
- Fanzin / Fanzine

Naziv rada / Title

Godina / Year

(2_Poster_Name_Surname_Title.pdf) or
(2_Type_Name_Surname_Title.pdf) or
(2_Fanzine_Name_Surname_Title.pdf)

Work 3)

Kategorija / Category

- Plakat / Poster
- Tipografsko pismo / Typeface
- Fanzin / Fanzine

Naziv rada / Title

Godina / Year

*upload

(3_Poster_Name_Surname_Title.pdf) or
(3_Type_Name_Surname_Title.pdf) or
(3_Fanzine_Name_Surname_Title.pdf)