

## Design competition Open Days Tour 2025 Ideas for a visual concept

Dear students

The weissensee school of art and design berlin is once again inviting students to create a visual concept for its "Open Days Tour 2025". We warmly invite you to submit your ideas by 24th January 2025. The first prize consists of €2,000 and covers the work involved in implementing the design across all communication media.

### TASK

To create a visual concept for the "Open Days Tour 2025" that can be applied to a wide range of communication media. The design should represent the university and entice visitors to seek out the exhibitions by the various departments.

The submission should consist of:

A creative idea that, with the support of tutors, can be applied to the following communication media:

- social media (a campaign)
- poster
- flyer
- fixed image or trailer for the U-Bahn advertising medium *Berliner Fenster* and for culture screens in cultural facilities
- various banner formats for mailshots, the newsletter and the website

This advertising is directed at a broad target group, including people who are not familiar with the purpose and activities of the weissensee school of art and design berlin and who have never heard of its Open Days Tour.

### APPLICATION

Please submit a PDF with sketches outlining your visual concept for the various communication media, with a poster design and a short text describing the intention behind your concept.

The poster should contain the following information:

Open Days Tour  
26 and 27 July 2025, 12 pm to 8 pm  
weissensee school of art and design berlin  
Bühningstraße 20  
13086 Berlin  
kh-berlin.de  
the logo of the school of art and design  
(You are also welcome to work with a slogan)

Please limit the PDF to no more than four pages.

Please include the following information at the top of the PDF: date, name, department, no. of semesters, email address and telephone number.

### LINK FOR SUBMITTING YOUR ENTRY

Please submit your entry via the following link and use the precise file name format: surname\_first name\_application.pdf

Link: <https://next.kh-berlin.de/s/WcQ8iRak3NFaNdj>

Password: r7o7YJqtZW

### SUBMISSION DEADLINE

#### **24 January 2025**

The competition winner will be announced at the end of February. The decision on the award will be taken by representatives from the procurement board, the executive board of the university and by the public relations officer.

The detailed work on the design has to be completed by 15 April 2025. Then the design will be transferred into the required formats.

### PRIZE MONEY FOR COMPETITION WINNER

€2,000

### CONDITIONS FOR PARTICIPATION

*Prize money: The winner shall be deemed to have been remunerated for the design for all the required media, the supervision of production work and the rights of exploitation. Participation in the competition requires that you are registered at the weissensee school of art and design berlin up to and including the summer semester 2025.*

*Please note that the design work for the communication media requires a lot of time. You should only apply if you really have the capacities for this work in the summer semester.*

*For enquiries, please contact: Veronika Breuning, Public Relations Officer, tel. 030 47705 222, [presse@kh-berlin.de](mailto:presse@kh-berlin.de)*