



## **DESIGN CONTESTS** AND THE UVU/AVC GRAPHIC DESIGN AREA

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Thank you for your interest in UVU's Graphic Design Program. Following is some general information regarding the program's participation in design contests.

### **INDUSTRY-STANDARD PRACTICES**

Generally speaking the program does not support design contests for the following reasons:

- It is an industry-wide practice to avoid "spec work". That is to say that a designer is to produce work and then be paid only if the client ends up deciding they want to use it and pay for it. A designer's ability to sustain their livelihood required that they are paid for the work they do. Surely every individual in every career field expects to be paid for the work they do.
- Contests, whereby individuals create and submit work, and are only paid if their work is selected, falls into the category of spec work, because, for the vast majority of the work completed, the designer is not paid.

### **GENERAL WORK PRACTICES**

Professional practices dictate that a prospective client carefully selects a designer to work with. This selection process may be based on a number of criteria, including an interview process reviewing the designer's portfolio, resume, references, and overall reputation as a designer.

In advance, the specific needs of the client should be addressed and clearly outlined in writing, along with a specific list of the items to be created by the designer and a specific cost for the design services and any licensing. It is the obligation of the client to pay for the services rendered, and it is the obligation of the designer to provide the promised items. Professional practices never allow for the client to pay for a design only if they decide they want to after seeing the completed work.

Obviously the creative process involves a good deal of trust, and a certain leap of faith from both parties--the client places faith in the designer's ability to provide quality work based on their portfolio and reputation, and the designer produces the work in good faith that they will be paid for their work.

### **ADDITIONAL INFORMATION**

More information relating to speculative work is available at:

- [www.aiga.org/position-spec-work](http://www.aiga.org/position-spec-work)
- [www.graphicartistsguild.org/tools\\_resources/the-code-of-fair-practice-for-the-graphic-communications-industry1](http://www.graphicartistsguild.org/tools_resources/the-code-of-fair-practice-for-the-graphic-communications-industry1)

### **OPTIONS FOR CHARITY ORGANIZATIONS**

If you have a charity organization requiring public-service/public-awareness campaign materials it is possible that the project could be integrated into coursework (assuming it would fit into existing course curriculum and that a professor or instructor is willing and able to integrate the project into the course). Contact the UVU Graphic Design Area Coordinator for more information.