

LECTURER

LUKÁŠ VEVERKA

LECTURE

Competitions from my Point of View – the Designer's one

COMPETITIONS FROM MY POINT OF VIEW – THE DESIGNER'S ONE

For me as a motion designer and creative director could competitions be one of the best way for professional development.

Competition allows the client to select the best of a number of proposed solutions to his demand.

RESERVED MOTIVATION

So how is the situation in Czech?

The most of the companies in my country do not chose the competitions to get the best quality but to spare some money.

This reversed motivation changes the meaning of the competitions radically.
It is wierd!

PRIZE AND JURY

I believe that most of us have some idea of the most important factors which influence the result of each competition.

It is the Jury Members, Competition Settings and Reward for the winner.
These factors make overall competition settings.

PRIZE AND JURY

'Standart' price for a logo (without manual of corporate identity): € ?

PRIZE AND JURY

'Standart' price for a logo (without manual of corporate identity): **€ 1.600**

Jury configuration: **Clients: ✖** **Profesionals: +**

COMPETITION

MUNICIPAL HOUSE

PRIZE FOR WINNER

€ 100.000

JURY CONFIGURATION



OBEČNÍ DŮM

OBEČNÍ DŮM

COMPETITION

RADIO JIHLAVA

PRIZE FOR WINNER

€ 400

JURY CONFIGURATION

××××××××+



COMPETITION

BIKING TRAILS BEČVA

PRIZE FOR WINNER

€ 1.600

JURY CONFIGURATION

× × × × × ×



COMPETITION

CITY OF DOBŘÍŠ

PRIZE FOR WINNER

€ 7.000

JURY CONFIGURATION

××××+++



COMPETITION

CITY OF RAKOVNÍK

PRIZE FOR WINNER

€ 7.000

JURY CONFIGURATION

××××+++

The logo of the City of Rakovník features a stylized red 'R' that forms a semi-circle on the left. To the right of this symbol, the word 'Rakovník' is written in a red, serif typeface.

COMPETITION

SOUTH BOHEMIAN REGION

PRIZE FOR WINNER

€ 2.000

JURY CONFIGURATION

×××××+++



COMPETITION

BRNO PHILHARMONIC

PRIZE FOR WINNER

€ 800

JURY CONFIGURATION

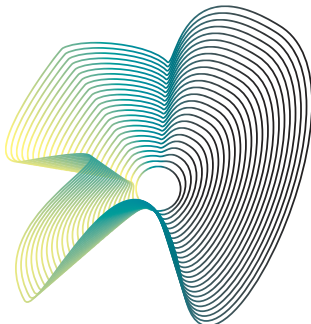
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• • • •

**Filharmonie
Brno Philharmonic**

• • • •

**Filharmonie
Brno Philharmonic**



PHILHARMONIC
BRNO



COMPETITION

POPULATION CENZUS

PRIZE FOR WINNER

€ 2.000

JURY CONFIGURATION

× × × + + + +



součty dělají přátele...

COMPETITION

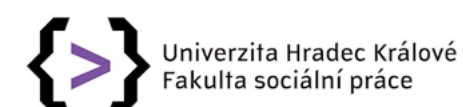
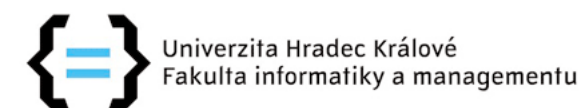
UNIVERSITY HRADEC K.

PRIZE FOR WINNER

€ 4.000

JURY CONFIGURATION

× × × × + + + + +



COMPETITION

ARTS & THEATRE INSTITUTE

PRIZE FOR WINNER

€ 3.200

JURY CONFIGURATION

× × × × × + +



COMPETITION

REVIS

PRIZE FOR WINNER

€ 400

JURY CONFIGURATION

× × × × × ×



COMPETITION

ROKYCANY 900 ANNIVERSARY

PRIZE FOR WINNER

€ 200

JURY CONFIGURATION

× × × × ×



COMPETITION

CITY OF BANSKA BYSTRICA

PRIZE FOR WINNER

€ 3.000

JURY CONFIGURATION

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COMPETITION

EKOFILM FESTIVAL

PRIZE FOR WINNER

€ 1.600

JURY CONFIGURATION

× × × × × × × ×

The logo for EKO FILM features a stylized 'EKO' in green and pink, followed by 'FILM' in black. The 'E' is composed of three horizontal bars, the 'K' is a solid shape, and the 'O' is a thick pink ring. 'FILM' is in a bold, sans-serif font.

COMPETITION

LACHIAN GATE REGION

PRIZE FOR WINNER

€ 200


JURY CONFIGURATION

× × × × × × × ×



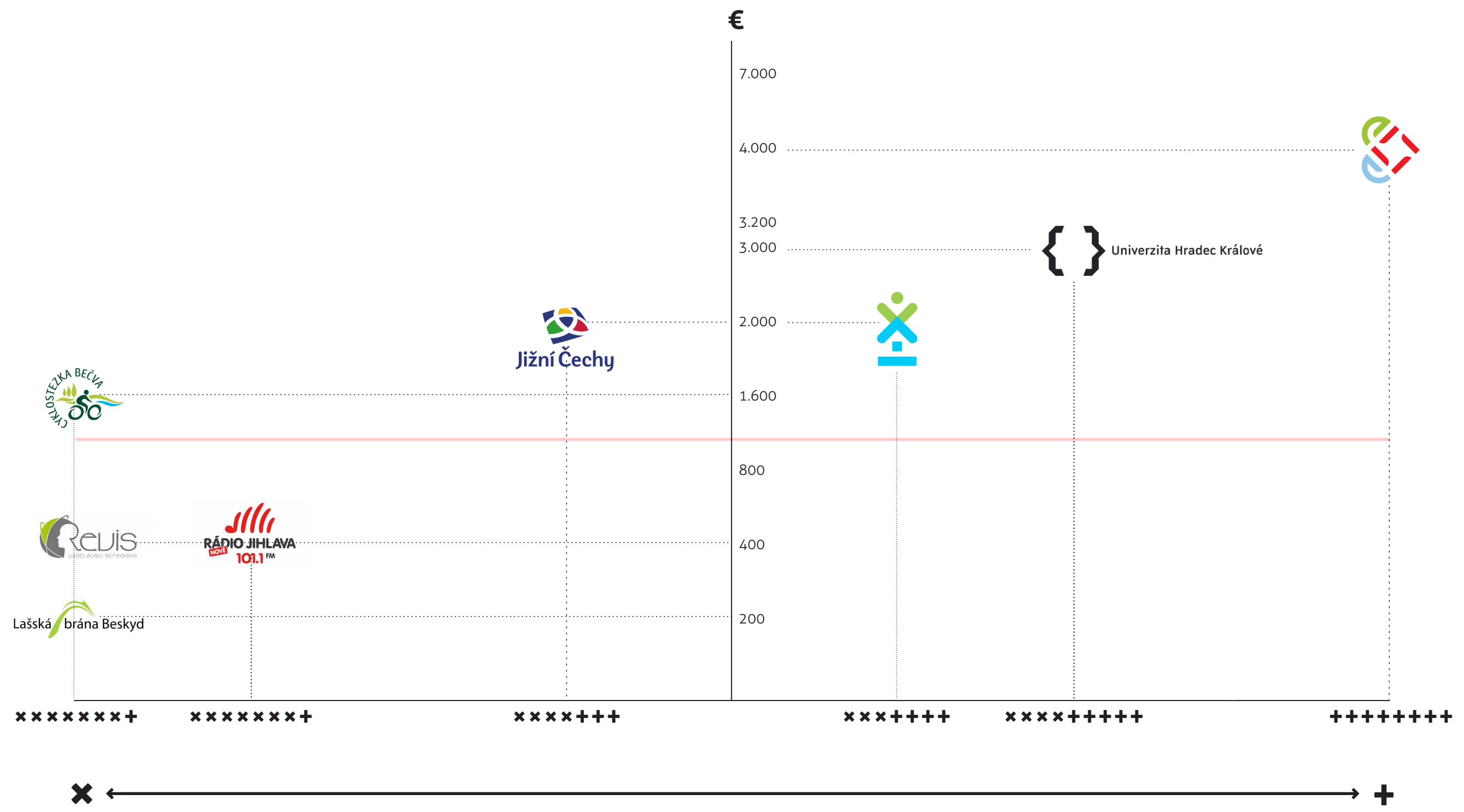
GRAPH

BASIC TABLE

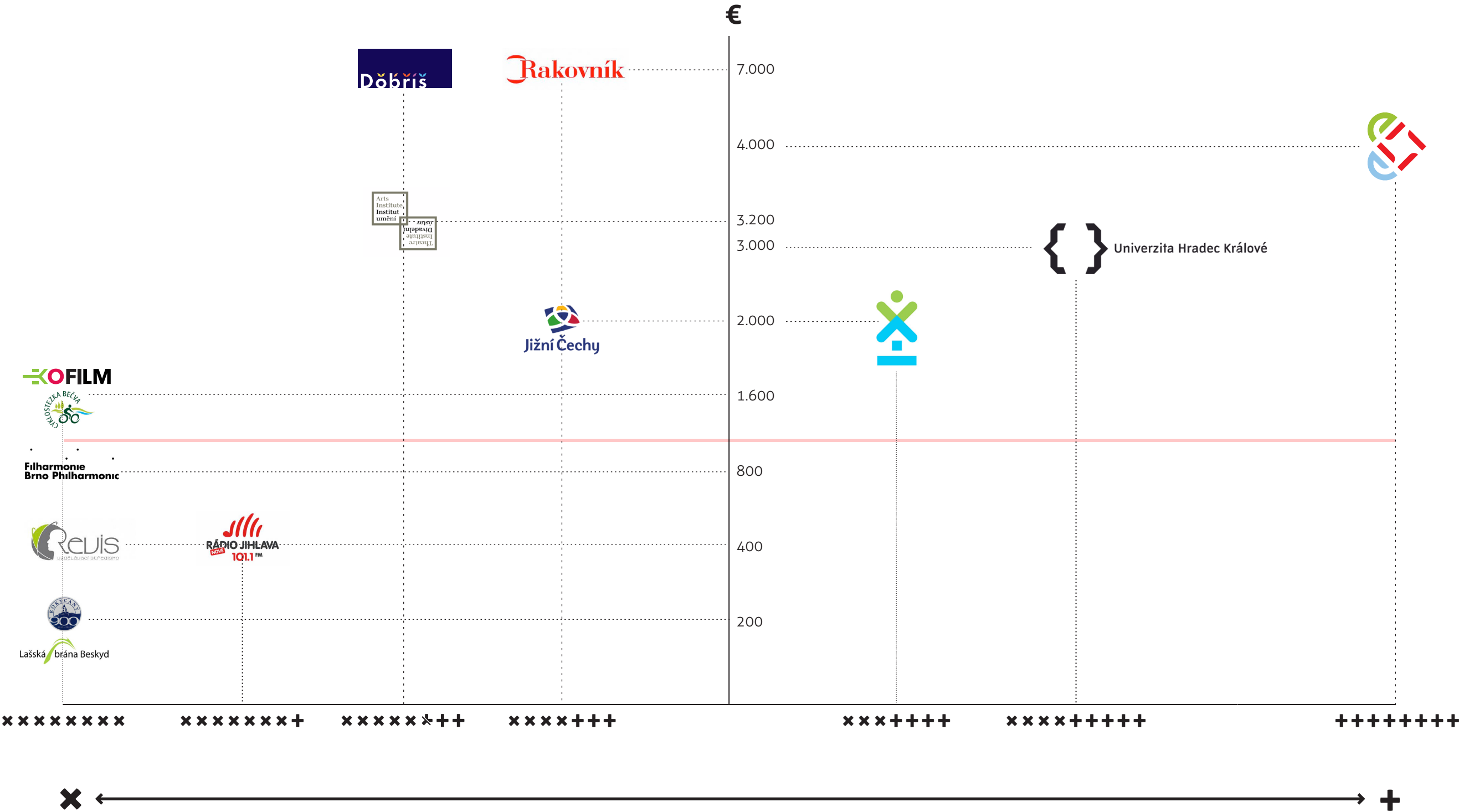
					
			€ 2.000 xxxx+++	€ 3.000 +++++++	€ 4.000 xxxxxxxx+
					
€ 400 xxxxxxxx+	€ 2.000 xxxxxxxx+	€ 3.200 xxxxxxxx+	€ 7.000 xxxxxxxx+	€ 7.000 xxxxxxxx+	
					
€ 200 xxxxx	€ 200 xxxxxxxx	€ 400 xxxxxxxx	€ 800 xxxxxxxx	€ 1.600 xxxxxx	€ 1.600 xxxxxxxx

GRAPH

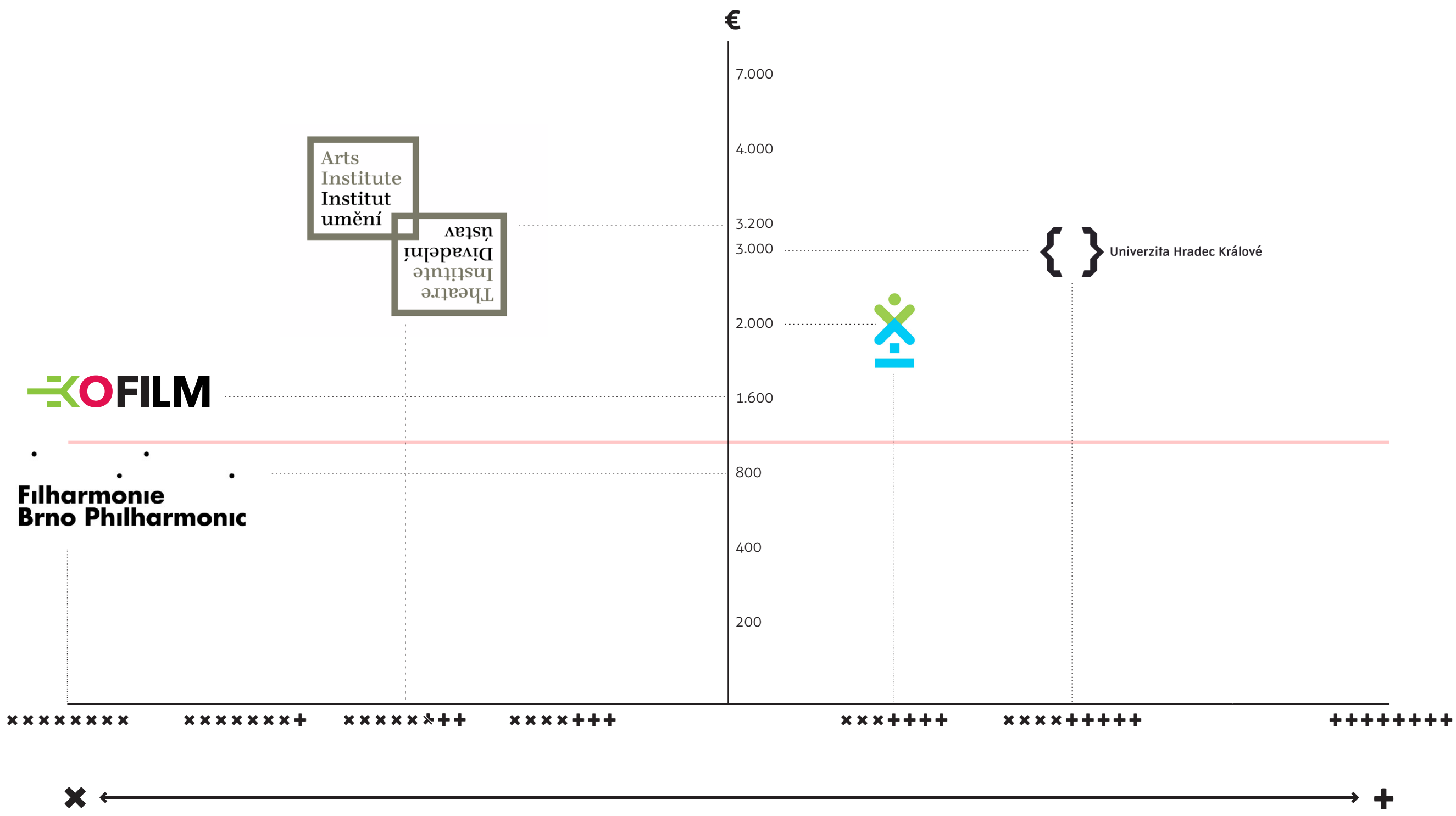
PRIZE vs. JURY



PRIZE vs. JURY – ALL LOGOS



PRIZE vs. JURY – THE BEST LOGOS FOR ME



THEME

COMPETITIONS FROM MY POINT OF VIEW - THE DESIGNER'S ONE

THANK YOU