



Istituto Comprensivo
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Erasmus+

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Subject: ERASMUS+ “TALKSCAPES - Talking about us and our European Communities by talking about our life landscapes” Project (code #2019-1-IT02-KA229-063032_1), submitted with respect to the KA229 2018 Call – School Exchange Partnerships - “Let’s Create the TALKSCAPES Project Logo” – Competition rules.

The Comprehensive Institute “Villafrati-Mezzojuso” as the Coordinator School of the Erasmus+ Project KA229 “TALKSCAPES - Talking about us and our European Communities by talking about our life landscapes”, and the four partner Schools (2nd Primary School of Nea Aghialos – “Varnaleion”, Nea Aghialos – Volos, Grecia; Primary School n. 22, Wroclaw, Poland; National Economic College “Andrei Barseanu”, Brasov, Romania; Vocational School of Economic Informatics “John Atanasov”, Targovishte, Bulgaria) promote a competition among all their own Students to design and realize the official logo of the TALKSCAPES Project to be used on every official document and media.

The official logo finally selected by the TALKSCAPES Project Logo Commission will be released by the Student/s Author/s to the TALKSCAPES Project partnership for free, without any limitation and under a Creative Commons CC BY-NC-ND 4.0 License (<https://creativecommons.org/licenses/by-nc-nd/4.0/>).

“LET’S CREATE THE TALKSCAPES PROJECT LOGO” - COMPETITION RULES

Art.1 OBJECT AND PURPOSE OF THE COMPETITION

The competition aims to the design and the realization of the official logo of the TALKSCAPES Project to be used on every official document and media by the Coordinator School and the four partner Schools.

The logo must identify and represent the primary concept of the TALKSCAPES Project focusing on European Landscapes as “daily life sceneries” of local Communities and, in this sense, socio-cultural mediation, integration and identity “agents”.

The official logo will have to ensure a good and direct recognition to any TALKSCAPES Project documents and Open Educational Resource, and this represents the only fundamental constraint for everyone will participate in the competition.

A part of this constraint, Students who will compete could express all their free creativity, both individually and in group.

Art.2 PARTICIPATION

The competition is reserved to all Students of the five Schools partners of the TALKSCAPES Project, who could participate individually or in group.

Art.3 CRITERIA FOR ADMISSION OF THE LOGO PROPOSALS

Only original and unpublished logo proposals will be accepted for the final evaluation. Therefore, proposals that have already appeared both partially and entirely on any previous publication, visual/graphic competitions, awards, and so on, or on any information media (daily and periodical press, television, internet, etc.), and that consequently do not respect with the Copyright/Copyleft rules, will be definitively excluded by the TALKSCAPES Project Logo Commission.

Art.4 GUIDELINES FOR THE LOGO

Given that the official logo will have to ensure a good and direct recognition to any TALKSCAPES Project documents and Open Educational Resource, the proposals designed by Students will be centered on these three primary themes:

- European Landscapes
- daily life sceneries of civic Communities
- landscapes as "agents of socio-cultural mediation" and of inclusion and identity.

The logo must be suitable to be used and well integrate within every official document and media, both on digital and analogic supports.

The Logo can be monochromatic or with different colors. The only fundamental constraint for the Student/s author/s will be given by the whole aesthetic final composition.

Obviously, the acronym TALKSCAPES Project must be part of the logo, without any limitation as concerns the employed font.

Art.5 LOGO PROPOSAL PROVISION

The design of the logo must be realized through any visual/ graphic technique and, anyway, must be provided by Student/s author/s both in .svg and all the following formats .tiff, .jpg, .png, and will be sent by e-mail to the local referent Teacher for each School.

With the proposal author/s will be asked to supply a brief description of the concept of the proposed logo.

Each Student or group of Students will be allowed to submit only one logo proposal.

Art.6 DEADLINE

The logo proposals must be submitted by the 22th November 2019 to the local referent Teacher for each School.

Art.7 EVALUATION CRITERIA

Starting from 25th November 2019, the logo proposals submitted by the Students before the deadline, will be voted by all Students and Teacher of the five partner School of the TALKSCAPES Project, as well as by the civic local Communities, through the social media.

During the first Project Steering Workshop of the TALKSCAPES Project, to be held in Villafrati (Palermo, Italy) on 12th and 13th December, the TALKSCAPES Project logo Commission, composed by the Project Team and the Local Coordinating Team will announce the winner of the competition, according to the following criteria:

1. Number of *like*, *retweet* and similar proofs of appreciation, received and documented through social media of the TALKSCAPES Project;
2. Originality of the Logo
3. Creativity of the whole visual/graphic composition;

4. Suitability of the proposed logo to different documents and media

The final evaluation and choice of only one best logo proposal will be made exclusively on the base of the judgement of the TALKSCAPES Project logo Commission.

Art.8 INTELLECTUAL LOGO PROPERTY

Student/s author/ s of the best logo proposal finally selected will be required to release all intellectual right of use/reuse of their visual/graphic creation, on the benefit of the TALKSCAPES Project Partnership, without any limitation of use/reuse and under a Creative Commons CC BY-NC-ND 4.0 License (<https://creativecommons.org/licenses/by-nc-nd/4.0/>).

Il Dirigente Scolastico

Dott.ssa Elisa Inghima