

LECTURER

**LUKÁŠ VEVERA**

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

XXXXXXXXXX+





COMPETITION

# BIKING TRAILS BEČVA

PRIZE FOR WINNER

€ 1.600

JURY CONFIGURATION

XXXXXXXX



COMPETITION

**CITY OF DOBŘÍŠ**

PRIZE FOR WINNER

€ 7.000

JURY CONFIGURATION

××××+++



COMPETITION

# CITY OF RAKOVNÍK

PRIZE FOR WINNER

€ 7.000

JURY CONFIGURATION

××××+++



Rakovník

COMPETITION

**SOUTH BOHEMIAN REGION**

PRIZE FOR WINNER

€ 2.000

JURY CONFIGURATION

×××××+++



COMPETITION

**BRNO PHILHARMONIC**

PRIZE FOR WINNER

€ 800

JURY CONFIGURATION

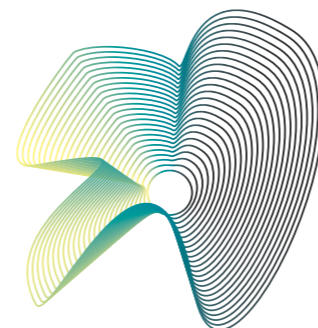
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• • • •

**Filharmonie  
Brno Philharmonic**

• • • •

**Filharmonie  
Brno Philharmonic**



PHILHARMONIC  
BRNO



COMPETITION

# POPULATION CENZUS

PRIZE FOR WINNER

€ 2.000

JURY CONFIGURATION

×××++++



součty dělají přátele...

**2011**  
Sčítání lidu, domů a bytů

SČÍTÁNÍ LIDU,  
DOMŮ A BYTŮ 2011

SČÍTÁNÍ LIDU, DOMŮ  
A BYTŮ 2011

Sčítání lidu, domů  
a bytů 2011

Sčítání lidu, domů a bytů 2011

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

XXXXXXXX



COMPETITION

# ROKYCANY 900 ANNIVERSARY

PRIZE FOR WINNER

€ 200

JURY CONFIGURATION

XXXXXX



COMPETITION

# CITY OF BANSKA BYSTRICA

PRIZE FOR WINNER

€ 3.000

JURY CONFIGURATION

+++++



COMPETITION

# EKOFILM FESTIVAL

PRIZE FOR WINNER

€ 1.600

JURY CONFIGURATION

XXXXXXXXXX



COMPETITION

**LACHIAN GATE REGION**

PRIZE FOR WINNER











€ 200

JURY CONFIGURATION

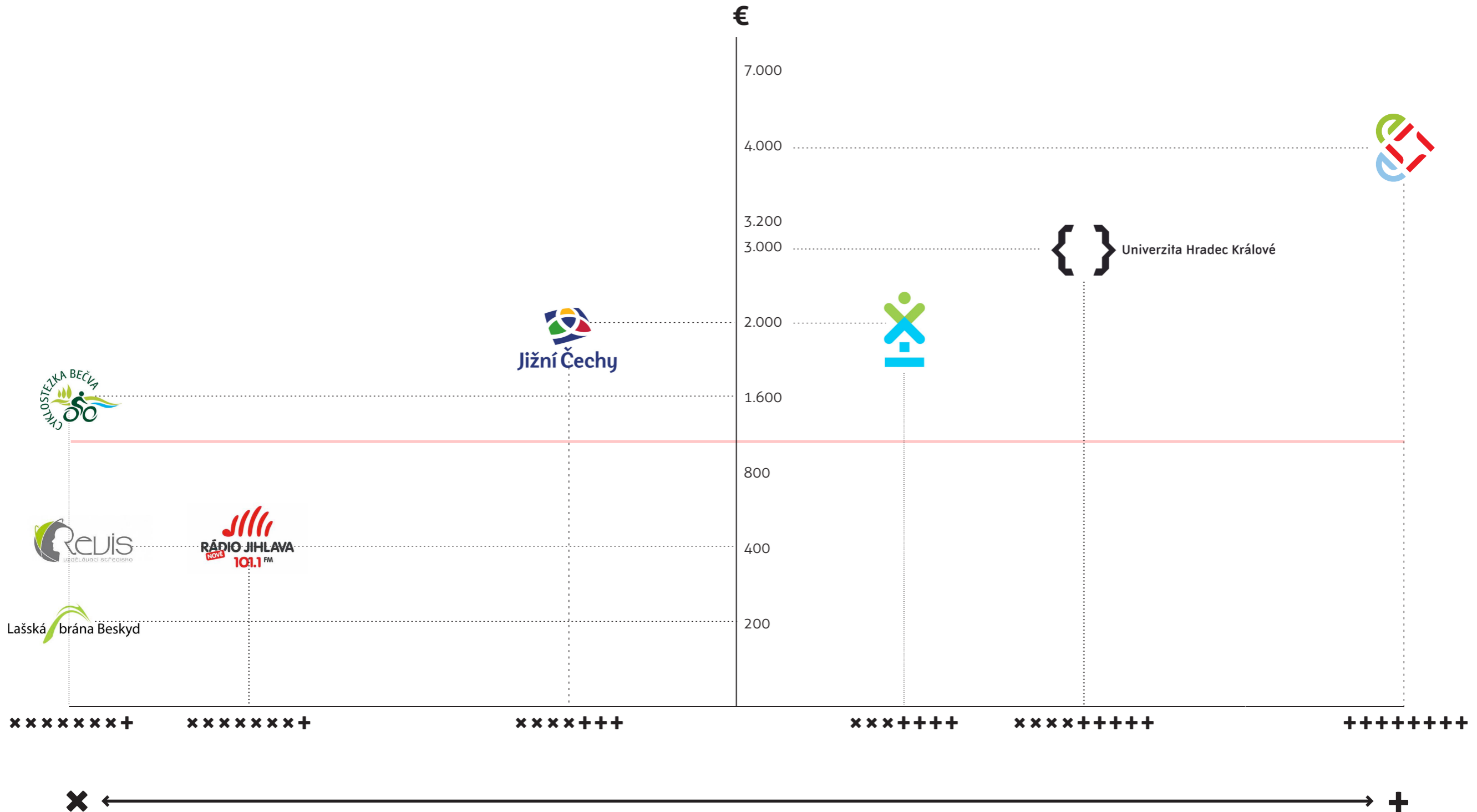
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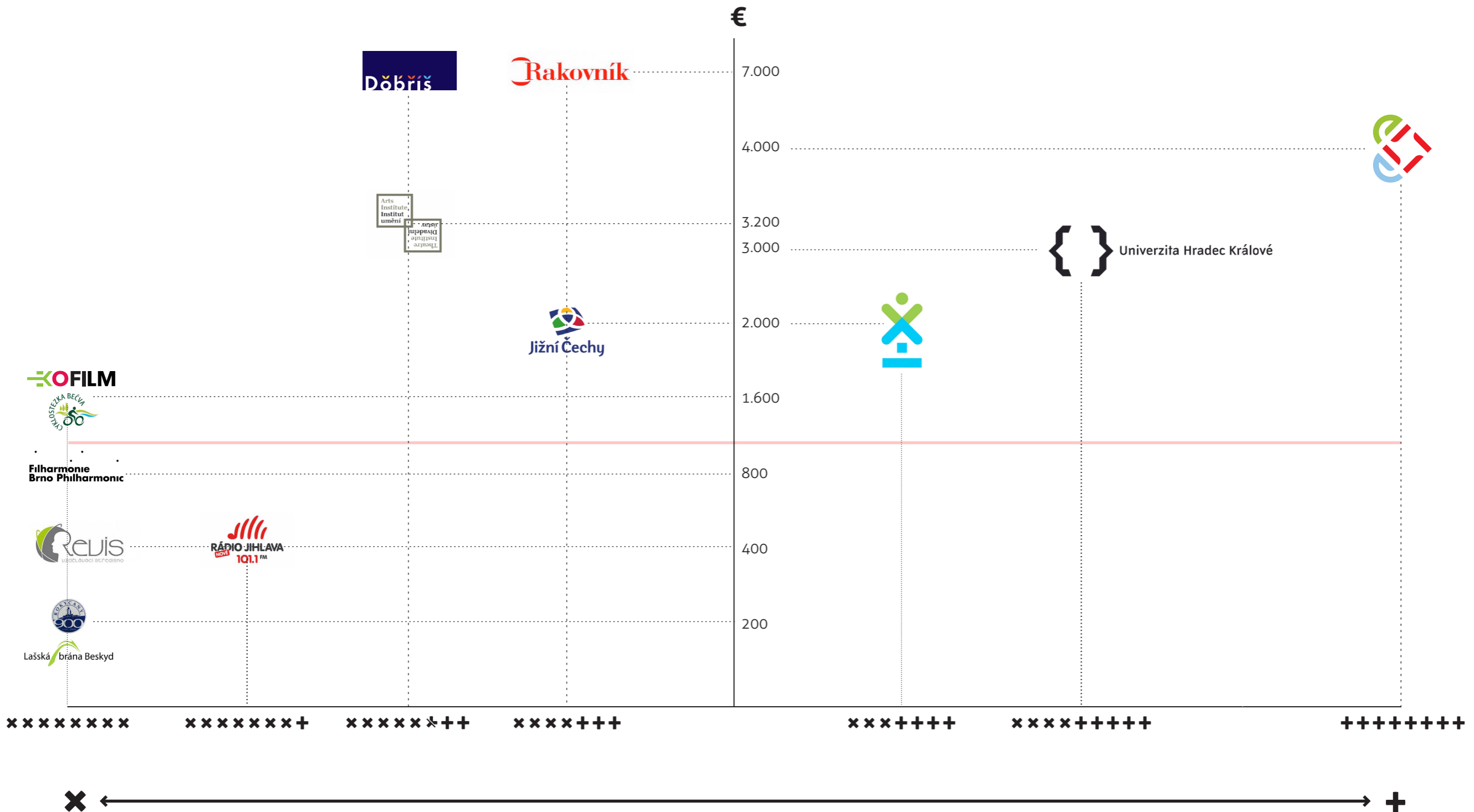
# BASIC TABLE

					 Univerzita Hradec Králové
			€ 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

# PRIZE vs. JURY

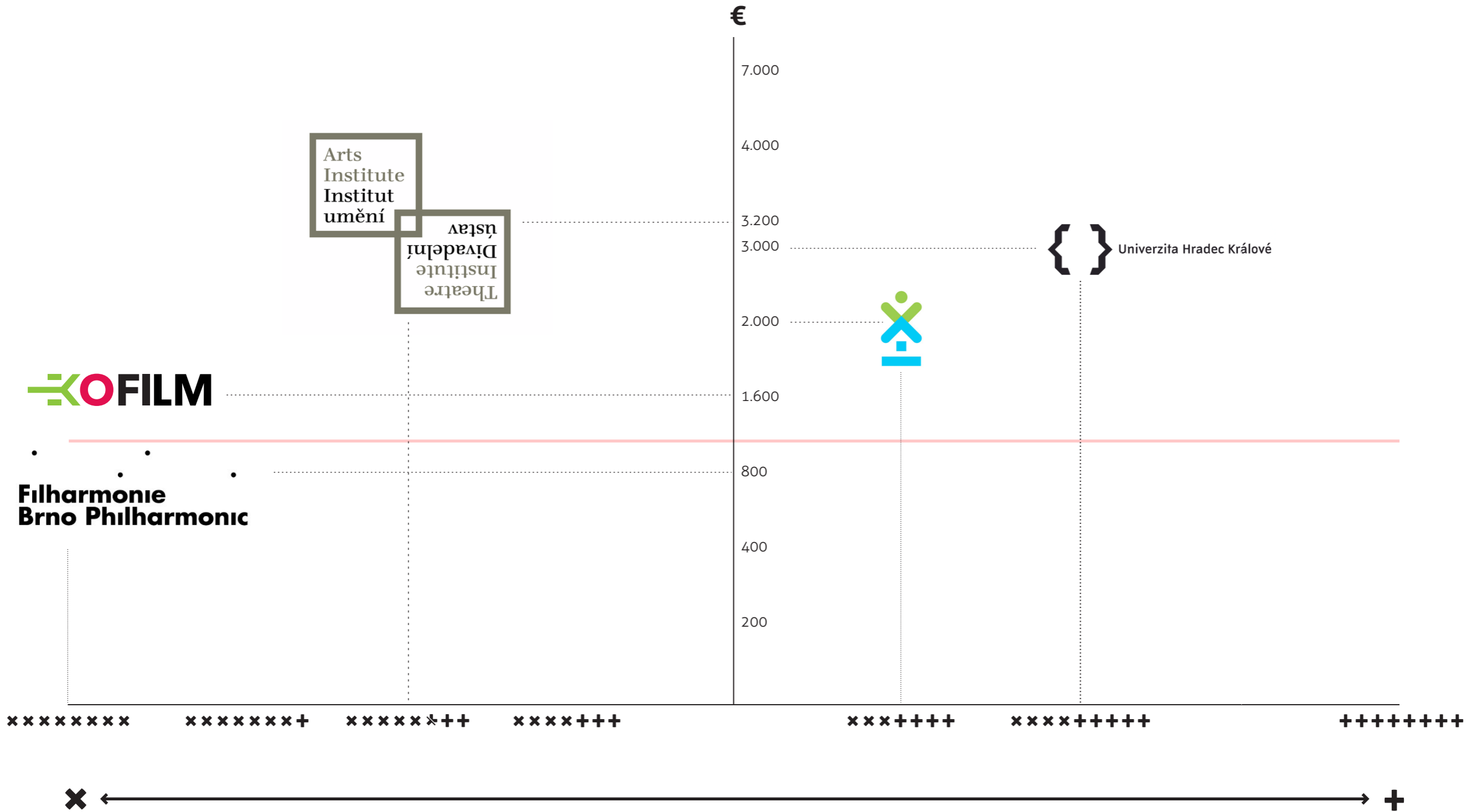


# PRIZE vs. JURY





# PRIZE vs. JURY



THEME

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

THANK YOU