

For Immediate Release:

Free Culture Research Conference: Logo Design Contest

June 22, 2010 UTC - The Open Clip Art Library (<http://openclipart.org>) has grown from an intimate, collaborative group project, into a community-driven resource that equates to one of the most viable and effective methods of acquiring restriction-free digital art. One of the key reasons OCAL continues to grow and extend its influence in the digital landscape is its ability to enhance sharing and collaboration among its users.

For this reason, The Open Clip Art Library has always been closely associated with the Free Culture Movement. Free Culture aims to promote the sharing and modification of creative works, in the form of free content. As the culture began to evolve and build momentum, academics of numerous disciplines banded together at the first annual Free Culture Research Conference, in 2008. This year, the tradition continues in Berlin (October 8-9), and the conference organizers need help from the Open Clip Art Library Community.

An effective logo that will establish an identity and communicate the free culture message is necessary. There are three key elements to the logo that should be considered in the design process. The perfect logo should:

- indicate that this is an academic research event, i.e. an event for scholars rather than artists, policy-makers, or activists.
- communicate that this is an event about free culture, which is an umbrella term for many interrelated initiatives
- be usable year-by-year, on different websites and with different designs, online or on print (so, it should not include a date, should have a relatively easy time blending in with changing website colours and designs, and should be made available in both high-res/print and low-res/web formats)

All artists in the Open Clip Art Library Community are encouraged to submit entries to be judged by an esteemed panel that includes Donna Benjamin and Giorgos Cheliotis. The logo selected to represent the Conference will earn the artist credit and promotion on the event's pages, as well as an invitation to attend the conference, itself. Any Community artist wishing to submit a logo for consideration should be sure to choose "fcrc logo" in the 'submit to contest' selection box, while filling out the standard clip art upload form.

Contest entries will be accepted (<http://www.openclipart.org/upload>) through 11:59PM on Friday, July 9th 2010. The winning design will be announced at the beginning of the following week (July 11th).

Highlights

- * Free Culture Research Conference - October 8-9, Berlin
- * Contest: logo design open to the OCAL Community
- * Select "fcrc logo" from the 'submit to contest' field, in the upload form

For more information

- * <http://openclipart.org/fcrc-logo>
- * <http://wikis.fu-berlin.de/display/fcrc/Home>
- * <http://freeculture.org>
- * <http://conference.freeculture.org>

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