

# The 22nd Kyoto Intercollegiate Festa

## Main Visual Illustration Application Guidelines

February 1, 2024

Kyoto Intercollegiate Festa Executive Committee

The Kyoto Intercollegiate Festa is a student-managed festival that has been held every October since 2003 in the area of Okazaki Promenade in front of Heian Shrine. The festival has become a major event that attracts audiences every year with a variety of events including dance and music. The festival aims to become one of the largest festivals in Kyoto, and well-loved by Kyoto residents, while deepening cooperation among businesses, universities, the local government, and the local community. (For more information, please visit the Kyoto Intercollegiate Festa website.)

We are now accepting submissions for the main visual illustration for the 22nd Kyoto Intercollegiate Festa. The selected work will be used in PR activities throughout the year and will be seen by many people. We are looking forward to receiving lots of original submissions from students just like us.

The 22nd Kyoto Intercollegiate Festa's Slogan:

「繋ぐ軌跡、築く未来」

“Bridge the Past, Build the Future”

### What Does our Slogan Signify?

The 22nd Kyoto Intercollegiate Festa aims to further evolve under the mission of "building upon the past and passing it on to the future" in order for the Kyoto Intercollegiate Festa to become a festival that will continue into its 30th anniversary and endure for many decades to come.

In the 22nd Kyoto Intercollegiate Festa, we will not only seek to carry on our traditions, but also remember our willingness to take on new challenges, and work with the mindset that everything we do this year will contribute to the future of our festival.

◆Reference: PR Media Produced for the 21st Kyoto Intercollegiate Festa

1,000 festival posters (A2 size) / 50,000 festival flyers (A4 size)
20,000 festival pamphlets (B5 size) / 20,000 festival clear files
2,000 festival report pamphlets / Kyoto City Government PR bulletins 10,895 copies / Kyoto Shimbun front page ad
19 B2 poster ads on the platforms of Kyoto Subway stations
31 B2 poster ads in the stations of the Kyoto Subway Karasuma and Tozai lines
420 hanging ads on the Kyoto Subway Karasuma Line and Tozai lines
280 executive committee T-shirts / Social media advertising (Instagram, X, Google, etc.)

※The above materials were produced for the 21st Kyoto Intercollegiate Festa, and there is no confirmation that the same materials will be produced for the 22nd Kyoto Intercollegiate Festa.

◆Prizes

Grand Prize (1 work): 100,000 yen. The winning entry will be used as the Main Visual illustration for the 22nd Kyoto Intercollegiate Festa.

Honorable Mention (1 work): 20,000 yen

◆Application Period and Deadline

Thursday, February 1, 2024 - Monday, April 22, 2024

(Submissions must arrive no later than Monday, April 22, 2024)

◆Eligibility

Applicants must be enrolled as one of the following in Japan as of April 1, 2024:

University Student, Junior College Student, or Graduate Student

◆Entry Regulations

(1) Submissions must be original and unpublished.

Submissions must include the following elements:

1. Please use red, the thematic color of the Kyoto Intercollegiate Festa, throughout the illustration.
2. Include the name of the Festa in Japanese: 第22回京都学生祭典
3. Include the date and time of the Festa in Japanese: 2024年10月13日(日)11:00~19:00  
(We may ask you to modify the exact time due to adjustments in the Festa program.)
4. Include the location of the Festa in Japanese: 平安神宮前・岡崎プロムナード一帯にて開催
5. Include the Grand Gate of the Heian Shrine in the illustration
6. Include the slogan of the 22nd Kyoto Intercollegiate Festa in Japanese: 繋ぐ軌跡、築く未来
7. Incorporate your own interpretation of the above slogan in the main illustration.
8. As indicated above, all text on the submission must be written in Japanese.

(2) Submissions must be within the size of an A4 sheet of paper (210 x 297 mm).

Please orient the work vertically.

(3) Submissions must be submitted in Illustrator file format via Google Forms.

\*Please configure your submitted Illustrator data so that each object in the illustration is in its own layer, as objects may need to be moved around to accommodate various PR media designs. (e.g., separate layers for text, objects, people, backgrounds elements, etc.)

**Please send data with outlines applied to prevent font conversion.**

**Also, please be sure to save the original data before outlining.**

Please do not submit illustrations with in which parts of its subjects are not drawn or set up in such a way that their layout cannot be re-arranged.

If you have any questions or concerns, please feel free to contact the official "Kyoto Intercollegiate Festa Main Visual" LINE account.

(4) Please describe the images and thoughts you have included in your work in 150 words or more in the designated field on the Google form.

(5) There is no submission fee. However, applicants are responsible for any costs incurred at the time of application.

(6) There is no limit to the number of entries per person.

(7) Groups composed entirely of students may apply. There is no limit to the number of persons applying.

(8) Selected applicants will be contacted by e-mail to make adjustments to the design for publication in various PR materials. Please be aware of this in advance.

(9) We will post your entry, the name of the university you belong to, and your academic year on our official social media pages. Please inform us of whether or not you consent to your "name" or "organization name" being published via the form below at the time of your submission.

#### ■ How to Apply

Please apply via the Google Form below.

<https://forms.gle/yeAdK3k2YpdY28Jz6>

You will receive an email from 22nd.mainvisual@gmail.com confirming your submission has been accepted as soon as we have confirmed its receipt.

## 【LINE】

If you have any questions, please contact us from the official "Kyoto Intercollegiate Festa Main Visual" LINE account.



## ■Precautions

- (1) Submitted data will not be returned.
- (2) Notification of receipt confirmation and completion will be sent by e-mail. Please make sure that the address is correct.
- (3) Regarding Copyright:
  1. The copyright of the submissions belongs to the applicant.

However, in the event that a submission is adopted for use in PR activities related to the Kyoto Intercollegiate Festa (such as on posters and other promotional materials, on the official website, in information provided to various mass media outlets, and to other co-sponsor organizations). In this event, the Executive Committee shall be free to use the adopted submission without providing the applicant with compensation.
  2. The Executive Committee may request the creator of the adopted submission to make any modifications necessary for the use of the design.
  3. Not only the winning submissions, but all applicants' works will be publicized on social media and in other PR materials.
  4. If you are using a pre-existing work or portrait of a person as the basis for your submission, please submit a copy of the written proof of permission after having completed all necessary procedures to obtain consent, including a usage consent form any documents related to royalty fees.
  5. The Executive Committee reserves the right to cancel the selection of any work if it is found that the rights to the work have not been properly obtained. The Executive Committee will not be held responsible for any copyright infringements or other problems that may arise.
- (4) The Executive Committee will insert the official Kyoto Intercollegiate Festa logo, a summary of the event, and the names of the organizers, co-organizers, and sponsors in cases where the

submission is utilized in PR materials.

#### ■ Screening and Announcement of Winners

(1) From all the submissions, finalists will be selected by a panel of judges, and the final winners will be selected by the Kyoto Intercollegiate Festa Executive Committee. Works selected as finalists will receive comments from the judges. Selected entrants will be notified by e-mail and announced on the official Kyoto Intercollegiate Festa web page, X (formerly Twitter), and Instagram.

\*Please note that awards other than the "Grand Prize" and "Honorable Mention" may be presented on a case-by-case basis.

(2) Winners will be announced in April 2024 or later.

(3) After the winner is selected, modifications may be requested if necessary, such as slight changes in the position of the letters or objects depicted. This will be done upon consultation with the Executive Committee. Furthermore, the winning entrant will be contacted and asked to create a second, English-language version of their illustration.

(4) After the selection of the winner, discussions will be held several times at Campus Plaza Kyoto, at a location designated by the Executive Committee, or via Zoom.

#### ■ Previous Main Visual Submissions



## ■Photos of Previous Festas

Below are some photos from past Kyoto Intercollegiate Festa events. Please use these as a reference.



\*Other photos depicting the atmosphere on the day of the Kyoto Intercollegiate Festa, annual exchange activities, etc. can be found on our official YouTube and social media pages.

## ■Contact Us

Kyoto Intercollegiate Festa Executive Committee, Main Visual Contest Section (Attn: Kondo)  
Campus Plaza Kyoto, Shiokoji-sagaru, Nishinotoin-dori, Shimogyo-ku, Kyoto, 600-8216, Japan  
(Closed on Mondays)

【FAX】 075-353-9431 【MAIL】 22nd.mainvisual@gmail.com

【Official Page】 <https://kyoto-gakuseisaiten.com/>

【Official YouTube】 @user-vy7lq9mx9v

【Official X】 @KIF\_saiten

【Official Instagram】 Official account of the Kyoto Intercollegiate Festa: @kif\_saiten

## ■Organizer

Kyoto Intercollegiate Festa Executive Committee

## ■Co-organizers

Kyoto Intercollegiate Festa Organizing Committee (Kyoto Prefecture, Kyoto City, Kyoto Chamber of Commerce and Industry, Kyoto Association of Corporate Executives, and University Consortium Kyoto)