

# NEO OGIA

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Official  
Regulation

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New languages of  
visual design in Italy



**An open call whose aim is to make young creatives stand out, in order to celebrate quality and experimentation in the visual communication world. A physical and virtual space that turns the spotlight on the new generations of Italian designers.**

Deadline call  
26.02.24

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Age  
18–30

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## 1. Introduction and General Information

Print Club Torino Association is the primary promoter of Graphic Days®, a project dedicated to Italian and international visual design. It is the exclusive creator and curator of the Neologia project, observatory, and the related Neologia Contest.

Candidate projects will be evaluated and selected by an internal jury composed of professionals. All projects deemed worthy will be published on the Neologia website, hosting a specific virtual observatory on the visual design theme by young creatives in Italy. The goal is to celebrate the quality of contemporary Italian visual design, providing a platform for the new generations of designers. The selected projects will be exhibited during the ninth edition of the Graphic Days® festival.

**More information can be found at: [www.graphicdays.it/neologia](http://www.graphicdays.it/neologia).**

The organization reserves the right to make changes to dates or additional details solely to ensure better execution of the competition, providing reasonable notice and communication through all media channels used by the contest.

The organization is not responsible for malfunctions, technical difficulties, or failure to receive and upload materials. Therefore, participants are encouraged to complete the registration and material upload procedures well in advance of the deadlines, and any technical difficulties should be reported to the email address [call@neologia.it](mailto:call@neologia.it)

**Submitting the registration application and participating in the contest implies fully accepting the rules, terms, and conditions described in the following regulations, with all exceptions removed.**

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## 2. Participation Guidelines

- Participation is free of charge. To take part, it is necessary to complete the online form at the link: [www.graphicdays.it/neologia/carica-il-progetto](http://www.graphicdays.it/neologia/carica-il-progetto).
- Each participant can submit only one project.
- You can participate in the call individually or as part of a group, as specified in point 4.
- There are no restrictions on the theme, and each participant is encouraged to present the most representative project from their educational and professional background, characterized by strong experimentation.
- The deadline for completing and submitting the form is no later than 12:00 PM on February 26, 2024 (unless extended).

**If the application occurs at different times or in ways other than those communicated, the Organization reserves the right to exclude the submitted project.**

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## 3. Eligibility Requirements

- Young individuals, at the time of the publication of this notice, aged between 18 and 30, are eligible to apply.
- Candidates must either be born in Italy or have lived in Italy in the last two years.
- Only the submitted project will be evaluated, but applicants are required to submit their portfolio or references to their website, social media channels, or Behance profile. It is therefore required to fill in at least one of the four fields on the application form.
- The presented project must have been completed within two years from the date of the publication of this notice.
- It is permissible to submit projects that have participated in other competitions, regardless of the outcome.

## 4. Group Participation

- Participation in the call as a group is allowed.
- Each team can submit only one project for the call and must register through the completion of a single form.
- Each person in the group must be between the ages of 18 and 30 and cannot participate individually in the call.
- There are no restrictions on the maximum number of members for each group. The authorship and intellectual property of each submission are equally shared among all team members.
- The amount of each prize is uniform (inclusive of banking fees and taxes) and does not vary based on the number of team members.

## 5. Categories and Accepted Formats

The competition includes the following categories: Motion Graphics, Editorial Design, and Poster Design. Below are the accepted formats, with specified file and size constraints. An experimental approach to new languages is required, and cross-disciplinary contamination is appreciated.

### 5.1 - Motion Graphics

- Any Motion Graphics project is accepted, including animated typography, stop motion, flat movement, 2D animation, 3D animation. GIFs, which are repeated graphic loops, are also eligible.
- Format: mp4, max 150Mb, accepted formats include 1920x1080 pixels (16:9), 1080x1920 pixels (9:16), 1080x1080 pixels, 1024x768 pixels (4:3), or 768x1024 pixels (3:4).
- The duration must be between 5 seconds and 1 minute.
- Additionally, a preview image of 1080x1080 pixels (max 1Mb) is required.

<https://call.graphicdays.it/en/registration/neologiamotion>

### 5.2 - Editorial Design

- Any editorial design project is accepted, such as fanzines, magazines, journals, books, thesis projects, etc.
- Format: the project must be in PDF format, 150 ppi (medium resolution, max 10Mb).
- Project photos: candidates must submit 5 explanatory still life photos of the project, focusing on the cover and packaging (if present), and 5 photos of significant layouts within the project. The required format is JPEG or PNG, 16:9 horizontal, RGB color model. Photos must be uploaded to the portal by creating a compressed folder .zip or .rar (max 10Mb). The images aim to contextualize the project and will be considered by the jury since, in case of selection, they will be published on the Neologia website.
- In case of selection, participants must send, at their own expense, the original paper project to Print Club Torino.

<https://call.graphicdays.it/en/registration/neologiaeditorial>

### 5.3 - Poster Design

- Format and submission: the Poster Design project must be submitted in a double version, dimensions 70x100 cm and 50x70 cm, PDF 300 ppi in both RGB and CMYK. The two versions must be uploaded to the portal by creating a compressed folder .zip or .rar (max 10Mb).
- Project photos: it is required to send photos of the printed version or a 16:9 horizontal mockup. In case the poster is produced with analog/unique printing techniques, it is required to include explanatory images of the project with any details inside the folder. In this case, please indicate the printing technique under the "additional notes" section in the form. Photos must be uploaded to the portal by creating a compressed folder .zip or .rar (max 5Mb). In case of selection, participants must send, at their own expense, the original paper project to the Print Club Torino Association.

<https://call.graphicdays.it/en/registration/neologiaposter>

#### 5.4 - AI

We welcome projects in Poster Design and Motion Graphics created with the assistance of Artificial Intelligence (AI) software. Selected creations will be showcased in a dedicated section during the Neologia exhibition, hosted as part of the ninth edition of the Graphic Days® festival. Below are the specifications and formats to adhere to:

- AI Poster Design: accepting the vertical format of 1080x1920 pixels, PNG, RGB, resolution 150 ppi (max 10Mb). Additionally, please submit a preview image of 1080x1080 pixels (max 1Mb).

-AI Motion Graphics: accepting the vertical format of 1080x1920 pixels (9:16), mp4. Duration should range between 5 seconds and 1 minute (max 150Mb). Additionally, please submit a preview image of 1080x1080 pixels (max 1Mb).

<https://call.graphicdays.it/en/registration/neologiaAI>

**Failure to comply with specific requirements for each category will result in immediate exclusion from the competition.**

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## 6. Selection Criteria and Communications

- The submitted projects will be evaluated and selected by an internal jury composed of industry professionals.
- The organization reserves the right to add external professionals to the jury, and their names will be communicated, if applicable, on the project's social media pages.
- All projects deemed worthy will be published on the Graphic Days® website, hosting a specific virtual observatory on the visual design theme by young creatives in Italy. The goal is to celebrate the quality of contemporary Italian visual communication, providing a platform for the new generations of designers.
- Selection Criteria: quality of visual design, originality and experimentation with techniques, languages, and tools.
- Projects created for clients or personal research are accepted. All communications and requests for information related to this call should be sent to the email address: [call@neologia.it](mailto:call@neologia.it).
- Information will be consistently updated in the section of the website [www.graphicdays.it/neologia/maggiori-informazioni](http://www.graphicdays.it/neologia/maggiori-informazioni).

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## 7. Awards

The selected works will be exhibited during the ninth edition of the Graphic Days® Festival. Among them, a winning project will be chosen and rewarded with the starting of a collaboration. This collaboration will involve jointly creating an artistic production with Print Club Torino and Graphic Days®, which will be showcased by the 2025 edition of the Graphic Days® Festival. Additionally, special prizes by project partners are anticipated, and these will be featured on the project's website and social media channels. Finally, all works deemed worthy will be published on the official website [www.neologia.it](http://www.neologia.it).

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## 8. Copyright

- Candidates are responsible for the originality of the proposal presented, must ensure its authorship and intellectual property, and indemnify Print Club Torino from any liability arising from third-party claims regarding copyright and related rights.
- Proposals can only be submitted by the author, who, by submitting a work, declares and guarantees ownership of all rights (moral and economic) and ensures that it does not infringe on any third-party rights and violates no laws.
- It is reminded that the use of photos, music, people, trademarks, or images is regulated by law and copyright. Those who submit a project assume all responsibilities arising from the use of images, music, people, and trademarks in their submissions.
- In case of disputes, the author indemnifies Print Club Torino from all responsibilities, costs, and charges of any kind that may be incurred due to the

content of the work.

- In the event of a proven violation of the aforementioned conditions, the candidate will be excluded, without obligation of notice, and may also be excluded from participating in subsequent editions of the call.
- If it is found that the winners have violated the rules of this regulation, they will lose the right to publication and exhibition.
- Participants grant Print Club Torino an irrevocable, perpetual, non-exclusive, transferable, royalty-free, international license to use and publicly display their works, citing the authors and the context of the call in exhibitions, catalogs, and paper or digital visual media. Any other use of the works will be agreed upon with the authors. This may include, but is not limited to: artistic and cultural promotion activities, educational materials.

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## 9. Causes of Exclusion

Any participant may be excluded from the competition, along with their team, if any of the following circumstances occurs:

- submission of material that is incomplete or does not adhere to the specified requirements;
- submission of material beyond the deadlines outlined in the regulations or using methods different from those specified;
- if a participant is not the owner of the material or parts thereof

**In any exclusion circumstance that involves interpretative elements, the judgment of the jury, expressed by the majority, will be considered final.**

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## 10. Release Agreement

- The works submitted to the competition will remain in the possession of Print Club Torino without temporal limits.
- By entering the competition, an irrevocable, perpetual, non-exclusive, transferable, royalty-free, and international license is granted to Print Club Torino to use and publicly display the submitted project. This includes exhibitions and visual media in both paper and digital formats, with the obligation to credit the authors and the context of the call. Any other use of the works will be agreed upon with the authors, which may include activities for artistic and cultural promotion, as well as educational material.
- If a project is submitted in the Poster Design and Editorial Design categories and the creator wishes to regain possession for valid reasons, a specific request must be submitted via email to [call@neologia.it](mailto:call@neologia.it), explaining the reasons for the request. Such requests will be evaluated by the organization. In this case, the shipping costs of the work will be borne by the author(s) of the project, and the shipment will only take place after the conclusion of the ninth edition of the Graphic Days® festival. Additionally, by authorizing the exhibition of the work at the Graphic Days® festival, participants consent to making their work accessible and browsable by the festival's audience, releasing Print Club Torino from any responsibility for potential damage or wear to the work.

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## 11. Privacy and Data Processing

The processing of personal data will be carried out in full compliance with the regulations provided by the General Data Protection Regulation (GDPR) (EU) 2016/679. Italian law will apply to any dispute related to the Contest. By submitting the work, the participant explicitly and irrevocably agrees that the competent court will be in Turin. Print Club Torino is the data controller. The provided data will be processed, within the limits of privacy regulations, for the following purposes: analysis of works, selection of works, invitations to meetings, and for all functional purposes related to the execution of the Contest and to comply with all legal obligations. The processing will take place at the operational headquarters of the Cultural Association Print Club Torino and will be carried out through paper and/or computerized methods, adhering to all security and confidentiality measures. The data will be stored for the time required by civil and tax laws.

The provided data will be shared with other partners to fulfill the Contest's execution. The provided data may also be communicated to third parties for administrative, tax, and legal activities. Participants can exercise their rights at any time by sending a request to the email address **call@neologia.it**

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## 12. Acceptance

Participation in the call implies full acceptance of the conditions outlined in this Regulation, especially the sections discussed in this document:

1. PREMISES AND GENERAL INFORMATION
2. PARTICIPATION MODALITIES
3. PARTICIPATION REQUIREMENTS
4. GROUP PARTICIPATION
5. ACCEPTED CATEGORIES AND MEDIA
6. SELECTION CRITERIA AND COMMUNICATIONS
7. RECOGNITIONS
8. COPYRIGHT
9. EXCLUSION CAUSES
10. RELEASE
11. PRIVACY AND DATA PROCESSING
12. ACCEPTANCE

## Contact

call@neologia.it

[www.graphicdays.it/neologia](http://www.graphicdays.it/neologia)

@neologia\_graphicdays

## Address

Via Agostino da Montefeltro, 2  
10134 Torino (TO)

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Curated by:

**GRAPHIC  
DAYS®**

A project by:

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