

Adult Learning Knowledge Centre's Invitation to Submit Portfolios for AdLKC's Human Rights Poster Initiative

Overview

The Canadian Council on Learning's Adult Learning Knowledge Centre invites submissions of interest from professional artists and designers to create a poster design in celebration of the Universal Declaration of Human Rights, which was adopted by the United Nations on December 10, 1948. **Winning design(s) will be awarded \$5,000.** The poster initiative is undertaken in collaboration with the Canadian Commission for UNESCO. The dissemination of the poster design begins with **International Adult Learners Week, March 2-8, 2009.** **Submission deadline is December 15, 2008.**

Adult Learning Knowledge Centre

The Adult Learning Knowledge Centre (AdLKC) is a national centre of expertise and action on adult learning, which is based at the University of New Brunswick. AdLKC has a national mandate to advance adult learning across Canada. Established in September 2005 by the Canadian Council on Learning, AdLKC is guided by a regional consortium of organizations and individuals in Atlantic Canada who are involved in the research and practice of adult learning.

AdLKC was established to develop a rich, informed, and coordinated pan-Canadian culture of adult learning, that is accessible, relevant, and responsive to the needs and interests of all Canadians as individuals, as communities, and as a nation. Adult learning encompasses a broad field which includes community development, social justice, literacy programs, citizenship, personal creativity, and professional development and accreditation. Adult learning enriches economic productivity, personal development, and civic engagement, and has a positive impact on individuals and communities, as well as the nation.

Working with government, educational institutes, and community organizations, AdLKC seeks to develop a better understanding among all Canadians of the role of lifelong learning in creating economic productivity, social equity, and civic engagement.

Adult Learning and Human Rights

AdLKC celebrates the joy, power, and transformative capacity of learning. Without access to learning, a society cannot protect or sustain human rights. AdLKC believes that learning:

- has a tremendous impact on learners' personal identities, their abilities for social contribution and their capacities for individual fulfillment and collective advancement;
- enhances individual and family well-being, as well as national productivity, cohesion, and dynamism;
- fosters the ability to communicate information, ideas, and feelings;
- provides a way to develop new skills that we need and want in our constantly changing roles as workers, citizens, community members, family members, and caring and creative human beings;
- offers a way to address systemic inequities based on language, race, class, and ethnicity;
- is an essential ingredient of an equitable, dynamic, inclusive, and functioning democracy.

Poster Design Submissions

Professional artists and designers are invited to submit their portfolios for review for a poster design linking adult learning, human rights, and the Universal Declaration of Human Rights. The portfolios will be reviewed by an adjudication committee comprised of artists, designers, human rights experts, and adult learning stakeholders; the adjudication committee will choose a group of finalists and invite them to submit full scale concept mock-up for a stipend of \$500.

The adjudication committee will select one or more designs, to a maximum of three. Each winning poster will receive an award of \$5,000.

Beginning with International Adult Learners Week in March 2009, the poster(s) will be distributed via the internet and other means to diverse adult learning and human rights organizations and sites across Canada, including community centres, educational institutes, libraries, labour groups, advocacy agencies, literacy groups, government offices, food banks, prisons, and other groups.

The winning poster design will demonstrate the following features:

- clearly links human rights to learning, with particular reference to the Universal Declaration of Human Rights, especially Article 26;
- communicates the connection between human rights and learning, equity and democracy; dignity and well-being, as well as the transformative capacity and joy of learning;
- conveys inclusiveness;
- is visually vibrant, attractive, and interesting to diverse groups of Canadians, including those with literacy challenges;
- is effective in both official languages (French and English);
- demonstrates creativity and inclusivity.

Only original designs will be considered. The designs may use any form of photography, illustration, collage, or typography, provided that no copyrights or moral rights are infringed. The intellectual property rights of the poster design (including copyright and moral rights) will remain with the artist/designer; however the selected poster design(s) will, as a condition of the award, be licensed for non-commercial use by CCL and/or AdLKC, and for publication via the Internet. Commercial use of the poster design, if any, will be negotiated in a separate contract. **Full details about submission requirements and licensing arrangements are provided below.**

The maximum size for the poster designs is A1 (23.4 inches x 33.1 inches). The full text for the Universal Declaration of Human Rights can be found at: www.unhchr.ch/udhr/lang/eng.htm and www.unhchr.ch/udhr/lang/frn.htm.

Adjudication Committee and Process

The adjudication committee will consist of a maximum of nine individuals and will include representatives from the visual arts and design communities, adult learning organizations, human rights, and the Canadian Council on Learning.

Adjudication will take place in two stages. In Stage 1, portfolios will be sent by artists and designers, and will be reviewed by the adjudication committee via a secure and dedicated website. A small group of finalists will be invited to Stage 2 when they will be asked to submit a full-scale concept mock-up. A meeting of the adjudicators will be convened on location to view and discuss the full-scale concept mock-ups. Each invited finalist who submits a mock-up for adjudication will receive a \$500 stipend. The judges will select one or more winning concept/s

(maximum of 3) for the poster design and award the recipient/s \$5000. The adjudication committee's decisions are final. Original materials will be returned to all applicants.

Competition Timeline and Submission Guidelines

<i>Stage</i>	<i>Date</i>	<i>Action</i>
Stage 1	November 6, 2008	Professional artists and designers are invited to send portfolios for consideration.
	December 15, 2009	Portfolios must be received no later than midnight (Atlantic time) on December 15, 2008. The portfolios must include: <ul style="list-style-type: none"> • Examples of similar or relevant work created by the applicant, to be presented in high-resolution digital format (such as jpeg, PDF, TIFF, or EPS); • Supporting text (no more than one page) describing the conceptual intention of some designs in the portfolio; • One-page <i>curriculum vitae</i> or a 200-word narrative biography about the artist/designer; • If available, a link to the artist/designer's website. <p>The adjudication committee will review the submissions via a secure and dedicated website. Submissions must be sent by e-mail to: <u>SubmissionstoAdLKC@ccl-cca.ca</u>. Please insert the words Poster submissions / Propositions d'affiches in the e-mail subject line.</p>
	January 15, 2009	AdLKC will contact all applicants no later than January 15, 2009. A group of invited finalists will be asked to participate in Stage 2 of the adjudication process.
Stage 2	February 13, 2009	Invited finalists will be asked to submit full-scale, hard-copy mock-ups of their concepts. Proposals must be received no later than February 13, 2009. Each finalist who submits a full-scale, hard-copy concept mock-up will receive a \$500 stipend.
	February 23, 2009	A maximum of three winning poster designs will be selected and awarded \$5,000 each. AdLKC will inform all finalists of the adjudication committee's decisions no later than February 23, 2009.
	March 2009	The poster(s) will be launched in March 2009 and will be disseminated via the internet and other means. The link to the poster will be made available for activities related to the celebration of International Adult Learners Week, March 2-8 2009 in Canada.

Submission Requirements and Licensing Arrangements

By submitting a design proposal to the Adult Learning Knowledge Centre, you represent and warrant that:

- a) the design is an original work;
- b) the design does not incorporate or include any material that would require the consent of any third party;
- c) the design does not, and CCL/AdLKC's use of your design as permitted herein will not, infringe or violate any copyright, trade-mark, publicity right, privacy right, or any other right of any third party.

Neither CCL nor AdLKC claim ownership rights to the design and, subject to the licenses to the designs granted by the winner(s) as further described below, you shall retain all rights to your design. However, as a condition to receiving an award for the winning design(s), each of the winner(s) hereby grant to CCL/AdLKC a non-exclusive, royalty-free, perpetual, irrevocable, license to use, copy, distribute, transmit, publicly display, publicly perform, and publish the winning design(s), for any non-commercial purpose whatsoever, and in any form of media or transmission, including print, TV, and online media, and whether on a stand-alone or as part of a collective work, without any additional compensation, and to sublicense any of the foregoing rights and licenses.

As a further condition to receiving an award, each of the winner(s) hereby waives their moral rights in their design(s) and permits the use of his/her name, likeness, or identifying information for promotional, publicity or advertising purposes in any media, including print, TV, radio and online media, without time or geographic limitations. CCL/AdLKC shall have the right to, in their sole discretion, scan or resize the winning design(s) as they deem necessary or desirable, without the need for any further compensation, and/or permission.

Notwithstanding the above, CCL/AdLKC's sole obligation is to deliver the award to the winner(s). CCL/AdLKC will have no obligation to use the winner(s)' design or name or likeness in any manner whatsoever.

CCL/AdLKC may, as a condition to receiving any award, require the winner(s) to execute an agreement (the "Agreement") to, among other things, confirm the above. In the event that a winner fails to execute and deliver to CCL/AdLKC the Agreement by a date specified by CCL/AdLKC, such winner will forfeit their award and an alternate winner may be selected from among the other design entries.