



Call for Submissions

'33 Reasons' is a project in which the design community are coming together to collaborate on a project that will inspire us all to emerge from lockdown with a positive mindset, and to ensure the lessons learned within this time are never lost.

For this project, we'll be producing 750 packs, each containing 33 postcards in beautifully crafted wallets, that will give an insight into life in lockdown through the perspective of 33 different designers, design students, and creatives. The idea is to use these postcards to share the reasons for wanting to get back into work, any new ways of working –or being–that have emerged, and how they have learned from and responded to the lockdown.

We want you to be a part of this project, and are inviting submissions due Friday 8th of May.

The Brief:

- ✓ Your submission will be for one of the postcards in the pack.
- ✓ The front (i.e. 'image') side of the postcard will be the main side, where you use your creativity to give some insight into your life in lockdown. This could be typographical, symbolic, photographic, illustrative—whatever works best for you! However, it should illustrate some aspect of your lockdown life, whether that be an observation you made, the funny side of a situation, or something contemplative on the compassion, kindness, or hope that has come from lockdown.
- ✓ The reverse (i.e. 'text') side of the postcard is a space where you can provide a paragraph or two to reflect on your experiences, and how they link to, or have influenced, your design. Maybe you've come to see the world a little differently, maybe you want to share some challenges you've overcome; maybe you want to share some of the little things that have to come to mean so much to you over this period. This part is all about your reasons for wanting to make better outcomes, whatever that means to you.
- ✓ Feel free to add your name & logo, but avoid it looking or feeling like an advertisement.
- ✓ Your finished file should be supplied as a print-ready PDF, in CMYK, with 3mm bleed, and trim marks. p1 should be the 'front', and p2 the 'back'.
- ✓ Finally, remember to keep it positive –this project is all about making people feel uplifted. It may be simple, or it may be grand, but make it sincere.
- ✓ Artwork; to the right is an example, everything to the right of the line must stay exactly as it is shown here. A template InDesign file is available from this link:
<http://www.theprintguys.co.nz/projects/33-reasons-collaborative-project/>

✉ Email your pdf to: 33reasons@theprintguys.co.nz



Let's get creative!

Thanks to the following companies for their kind donation of time and materials to make this project possible: Currie Group, DCB Pacific Foiling, Inline Graphics, Brandspired, Guillotine Ltd., Contact Labels, Peak Print Finishing, The Print Guys and lastly to the designers & creatives that submitted their ideas and designs.

The Fine Print:

1. No payment is offered nor asked for from any submitters. 2. The 33 Reasons project team will select what we feel are the best submissions to be published in the 33 Reasons Project. 3. Submitting your design indicates that you acknowledge that the 33 Reasons Project has the right to use your design in any way it feels appropriate (with due acknowledgement of the submitter), and has the right to extend the number of packs produced or to take the project online to share with a wider audience.