

## **GCA – Thinking of You Week – Uni Brief**

### **About the Greeting Card Association**

The [Greeting Card Association](#) is the trade body for the greeting card industry. The voice of the British card industry, our mission is to represent, protect and promote our wonderfully innovative sector.

### **Thinking of You Week – 20<sup>th</sup> – 26<sup>th</sup> September 2021**

The British have a long relationship with cards, the first card was sent in 1843 by Sir Henry Cole, founder of the Victoria and Albert Museum; and we've been sending them ever since.

Cards sending really took off in Britain after the two World Wars, during which they had played a key part in keeping loved ones in touch. We still send more cards per person than any other nation, and we also lead the world in innovation and design – greeting cards created by British designers are exported all over the world.

The GCA launched [Thinking of You Week](#) in 2014 and it has since become an annual event which takes place in the 3<sup>rd</sup> week of September every year. This event is designed to harness the emotional power of cards, to create a wave of love, caring and happiness around the world, by encouraging everyone to send cards to different people during the week.

This British GCA initiative has now spread to the US and Australia demonstrating the power of a greeting card to connect with loved ones just to say thinking of you, share an image or a joke, cheer someone up, or just say 'hello'.

### **The Brief**

Create a design for a greeting card which could be sent during Thinking of You Week.

Decide who you are sending the card to (this could be a real person, or someone imaginary) and why are you sending it, what is the message you want to convey.

Consider the caption or message you use but remember that the aim of the event is to spread love, caring and happiness. You might choose to include a simple 'Thinking of You' message, include something humorous, an illustrative 'hug', an uplifting comment or something entirely different. The choice is yours but it is important to think about the reason for the send. Why is the buyer sending to the recipient, what do they want to say and how is it best to illustrate this? Think about typography and illustration and how it will feature in your final design.

Think about how a card sits in a rack within a store - the main caption should be in the top third of the card as this is what's visible to the customer. You can choose any font you feel suits your design.

### **Finishes**

For this brief we're asking you to design a card without any finishes. This means that the card will be printed on either coated or uncoated board (something for you to advise in your submission) but it won't include any foil, flitter, die cut, emboss or any other embellishments, so please design your card accordingly.

Please note the points below and read the GCA blogs on [Preparing Artwork for Print](#) before your design your card.

### Board

The board can be either coated or uncoated, specifications should be Cyber (one side coated) Arcoprint (a smooth uncoated) or Veltique (textured).

### Print specification

The print will be on page 1 (4 colour), and the inside of your design will be blank.

### Size

The size of the card for this brief will need to be one of the following:

- 100mm x 150mm
- 125mm x 125mm
- 150mm x 150mm
- 120mm x 170mm
- 150mm x 210mm

### Bleed & Trim

A Photoshop template has been provided for your artwork. The trim areas at the top, the right and the bottom of page 1 have been marked out with guides. When you create your card design, please ensure you extend artwork over the guides included on the template to the outer edge of the document, to provide 3mm page bleed (should any artwork reach the trim area).

### The Fold

The guide at the left of the template indicates where the card folds. Please consider the crease/fold of your card in relation to the image on the front. Please again extend any artwork over this guide to the left hand edge of the document, to provide 2mm spine wraparound.

### Quiet Zone

Making allowances for the tolerance of the guillotines also applies to the text or other pertinent attributes of your design.

### Artwork Template

A Photoshop template has provided, this will allow you to create page 1 of your design to your chosen size.

As mentioned above, please consider the guides that appear on each template. These indicate where the card trims at the top, right and bottom, and the location of the fold on the left.

The templates have been created at 300dpi and are in the CMYK colour space, both of which are required for print production, please do not alter these setting during the process of creating or saving your artwork. Artwork will need to be portrait or square, not landscape to correctly fit the templates.

### **File Submission and Entry Criteria**

- Please use the Photoshop template provided to create your page 1 design
- Please ensure you artwork is portrait or square, not landscape
- Files should be sent in CMYK rather than RGB
- Resolution should be 300dpi at 100%
- When submitting please advise whether you would like your card printed on coated, uncoated or textured board
- As above artwork should contain a page bleed and wraparound (where necessary)
- Image layers are useful during the design process, but they are not required by the Printer. Flatten your layers before saving the file

- Artwork will need to be saved as a JPEG for submission to the panel (Save As/Select JPEG from 'Save as type' drop down menu)
- Please ensure you retain the original Photoshop file also for submission to the printer if chosen as the winning entry

### **Entry process**

Please complete the attached form and template and submit by 20<sup>th</sup> April, using your student number as reference for both file names.

e.g. TOYW\_STUDENTABC001ARTWORK  
TOYW\_STUDENTABC001FORM

### **Judging**

- The winner will be decided by a panel of judges from the Greetings Card Association including publishers, printer [Loxley's](#) and a director of retailer [House of Cards](#).

### **First Prize:**

- Your design will be professionally printed and banded into 15 units of 6 and delivered to your address by mid-July.
- Retailer [House of Cards](#), a specialist card retailer with branches in the home counties west of London, will buy 12 units to sell and promote during Thinking of You Week in September.
- Winner to contact House of Cards direct and agree details. Winner to deliver the cards to retailer by mid-August 2021.
- The remaining cards can be used to sell or send to friends and family and to keep in your portfolio.
- You will be invited to attend PGLive, the UK's leading specialist trade show dedicated to the Greetings Card industry which is held at the Business Design Centre in London on 27<sup>th</sup>- 28<sup>th</sup> July 2021.
- Your design will also be showcased on the GCA stand at PGLive
- Your card, and the story behind it, will also be featured on the GCA website [Thinking of You Week blog](#) which is viewed by members of the industry, consumers and the media.

### **2 Runners' Up prize:**

- Your design will be professionally printed and banded into 15 units of 6 and delivered to your address by mid-July.
- These cards can be used to sell to local retailers or others, send to friends and family and to keep in your portfolio.
- You will be invited to attend PGLive, the UK's leading specialist trade show dedicated to the Greetings Card industry which is held at the Business Design Centre in London on 27<sup>th</sup>- 28<sup>th</sup> July 2021.
- Your design will also be showcased on the GCA stand at PGLive
- Your card, and the story behind it, will also be featured on the GCA website [Thinking of You Week blog](#) which is viewed by members of the industry, consumers and the media.

### **Terms and Conditions**

*Entry assumes acceptance of these terms and conditions. Entries that do not comply with these terms and conditions will be void.*

*Submissions will only be accepted on the template and form provided. No responsibility can be accepted for submissions which are incorrectly sent, delayed or lost.*

*To be considered, entries must be received by 30<sup>th</sup> April 2021.*

*The winner of the competition will be the submission chosen by a panel of judges out of all entries correctly submitted in accordance with these terms and conditions. The judge's decision is final, and no further communication will be entered into. The GCA's decision is final on any situation including any not covered in these Terms of Conditions.*

*Copyright of designs submitted remains with the designer.*

*The winning designers agree to Loxley's printing 100 cards. Please see [Loxley's website](#) for printer's terms and conditions.*

*90 cards and envelopes will be delivered to the 3 winning designers, 10 cards will be delivered to the GCA.*

*The winner will agree to supply House of Cards with minimum of 12 units of stock of the winning design, to be delivered by mid-August, date to be agreed.*

*GCA will use your personal information only in accordance with these terms and conditions and our [privacy policy](#).*

*By entering this competition, each winning entrant grants the GCA, competition sponsors and partners, an irrevocable, non-exclusive, sub-licensable, royalty-free perpetual licence to use, copy, modify, reproduce, enlarge, publish, print or exhibit, mechanically or electronically, in whole or in part, any submission, and any other intellectual property of each entrant's winning artwork on any media worldwide, including but not limited to the internet, social media, webcast, blogs, trade shows, events, magazines, book and advertisement. Any credits will be with the name you supply for the competition.*

*By entering this competition, you affirm that your entry is original and does not infringe upon the rights of any person or entity. You acknowledge that you own, are solely responsible or otherwise control all of the rights to the content or entries that you submit.*

*The GCA will not be legally responsible to entrants or winners for any losses that were not foreseeable to the GCA or to the entrant at the time of entry to the promotion or which are caused by a third party.*