Design Expressions (Submission form & Write up)

Design a poster to visually express ideas illuminating the IDR theme of the respective year.
Theme: Creative Intelligence: Intuition, Insight, and Innovation

Description:

This year's competition invites participants to explore the dynamic relationship between design and culture. Participants are encouraged to create posters that visually represent the theme. "Creative Intelligence" emphasizes design as a multidimensional mode of inquiry—where creativity is purposeful, and intelligence is expansive. It encourages a rethinking of how designers generate insight, synthesize knowledge, and craft meaningful change across diverse cultural and disciplinary contexts.

Key Areas to Explore for Your Poster Design:

- **Society and Culture**
  Demonstrate how design, powered by creative intelligence, responds to evolving cultural identities, social transformations, and collective aspirations. Focus on how empathy, insight, and innovation shape design outcomes in public spaces, fashion, or everyday rituals.

- **Vernacular Knowledge and Practice**
  Illustrate how indigenous, local, and traditional knowledge systems inspire adaptive and intuitive design solutions. Showcase how creative intelligence draws from vernacular materials, methods, and aesthetics to create culturally resonant contemporary forms.

- **Economy and Industries**
  Show how creative intelligence fuels innovation, economic resilience, and value creation across industries. Use examples like product design, branding, or packaging that visually represent how design can transform economic landscapes.

- **Design Pedagogy and Thinking**
  Visualize how design education nurtures creative intelligence through experimentation, critique, and interdisciplinary methods. Depict scenes of ideation, prototyping, and collaborative learning that reflect evolving approaches in teaching design.

- **Design Across Technologies**
  Explore how creative intelligence shapes the integration of emerging technologies—such as AI, virtual reality, and digital fabrication—into design. Highlight human-centered interactions with futuristic tools and systems.

- **Circularity and Sustainability**
  Depict how creative intelligence drives regenerative design thinking. Focus on sustainable materials, circular production models, or design strategies that respond to environmental and systemic challenges with thoughtful innovation.

Overall Goal:

The goal of this year's poster competition is to celebrate the rich intersection of design and culture. Participants are encouraged to explore how design influences and is influenced by cultural heritage, societal norms, and innovative technologies. Through visually compelling posters, participants will reflect on the theme.

Participants will have the opportunity to showcase their creativity, design skills, and knowledge through the creation of a poster.

1. **Eligibility**

The competition is open under three categories:

- **Student Category**: to students of local or international universities or academic institutes.
- **Industry Category:** to individuals or teams representing a company or professional body
- **Professional Category:** to individuals or teams representing their own creative industry

We encourage entries from non-resident Sri Lankans and foreign candidates to take part.

Note: 100% AI-generated posters are not eligible for submission. Students may create their posters either digitally or manually.

- Each participant is allowed a maximum of three entries. (please don't send the same poster repeatedly)

2. **Winners and selection:**

☑ The winning 3 visual expressions will be acknowledged on the website and awarded a certificate.

☑ The rest of the 10 selected winners will be ranked accordingly and acknowledged on the website. They will be awarded a certificate.

☑ All winners will be awarded with a certificate at the award ceremony of the IDR Annual Conference.

☑ Digital certificates will be provided to participants from abroad.

Selection:

10 best visual expressions will be selected and displayed at the IDR Exhibition space. The jury will have the right to select, reject, or request modifications for the selected poster/s.

How to Submit

3. Submission Specifications:

You need to submit the Poster along with a brief write-up of around 100-150 words written in the English language.

Poster:
- Size of the final Poster: A2
- Resolution: 300 dpi
- File type: JPEG or PDF
- Color Mode: CMYK

4. Prepare and Name your submission
- Name the poster : Poster_(calling name) and Mobile number
  Example: **Poster_**(Sampath Perera) 0771234567
- Write up about the design: Maximum 100-150 words and should be written in English language.
- Fill out the 'Poster Submission form' (Download it from the IDR Website)

5. Submit
- Email to idresearch@uom.lk - with (1). Poster and (2).Poster Submission form and/or
- Fill Poster Design Entry Submission form (Google form) it should include the (1). Poster and (2).Poster Submission form

6. Re-check your SUBMISSION, Have you:
1. Filled out the Poster Submission form
2. Attached the Poster/s - Name the entries according to the specifications above.
3. Included the Write-up in the submission form
4. Decide if you are emailing or filling the google form or both.

Submission forms must arrive before the stated deadline. Any entry sent after the deadline will be rejected.

Deadline for Poster submission: Please check website