CALL FOR EDCAMP DESIGN THINKING LOGO

DESIGN BRIEF

Objectives and Goals of the new design

Make a logo for EdCamp Design Thinking that can be used and shared across the world. This logo is an adaptation to the original EdCamp apple and will be continuously interpreted by other cities who host their own EdCamp Design Thinking events.

Logo should incorporate a demonstration of design thinking process, mindset and methodologies and how they reflect in education.

Schedule

Submit Logo Concepts – May 24th, 2013

Finalists Announced – May 31st, 2013

Voting for Final Logo – June 14th, 2013

Logo Announced – June 21st, 2013

Target Audience

People involved in education; students, teachers, administrators, parents, coaches, mentors, community members, universities, colleges, employers…

EdCamp Design Thinking is for those who already know a bit about design thinking and are curious to learn more from those who are practicing.

Scope of the Project

To design a logo concept for EdCamp Design Thinking (you may submit multiple entries)

Available Materials!Needed Materials

Original Logo and other EdCamp Logos for inspiration, all logo concepts must be produced as .jpg and .psd or .ai files

http://edcamp.wikispaces.com/Logos

Overall Style!Look

Design is entirely up to the creative discretion of the designer

Any Definite "Do Nots"

Do not limit yourself to one submission only

How to submit

Email jennifer.chan@exhibit-change.com with submissions prior to midnight on May 24th, 2013 with your name, school affiliation. Subject line: EdCamp Design Thinking Logo

All concepts and logos will be shared and held under the "Attribution-NonCommerical-ShareAlike 3.0 Unported" License; meaning that the designer agrees and recognizes that the logo will be open:

- **to Share** — to copy, distribute and transmit the work
- **to Remix** — to adapt the work