



HPU@HIFF AdCard Design Competition DEADLINE: Monday April 30, 2018 5:00 p.m.
OPEN to all HPU students. **SHARE YOUR VISION AND SKILLS**

HPU@HIFF AdCard Competition SPECIFICATIONS

- Your Challenge is to create the 2018 HPU@HIFF AD-CARD Design. What to Include:
- Create at least two files, one for **theater projection**, one for the **web**.
 - A main image/brand
 - HPU@HIFF
- Format delivery: Vector EPS, Illustrator AI, or Bitmap TIFF
- Resolution: 72 dpi - 1920 pixels wide by 1080 pixels high*
- *Please keep important information within a 1720 pixel wide by 980 pixel image area (centered - 100 pixels away from Left/Right edge; 50 pixels away from Top/Bottom edge)
- All ads are in color (RGB)
- Dark background and high contrast between type and background are recommended; Small text/fonts are not recommended.
- Web Specifications: 1000 pixels height
- Please provide your image in High-Resolution and Low-Resolution JPG, as well as your original PSD or Illustrator or other file.
- Electronically Deliver compressed web file and/or hyperlink to: pbritos@hpu.edu; qkennelly@hpu.edu
- Or, **HAND DELIVER ALL FILES** on Flash Drive to Professor for Upload.
- Curators reserve the right not to award a Design Winner.
- Hawaii Pacific University/HPU
- HPU/Hawaii Pacific University Logo
- Multimedia and Cinematic Arts
- *Imagine the World*
- www.hpu.edu

Current HPU@HIFF AdCard



HPU@HIFF ADCARD Screened before each Hawaii International Film Festival movie