



# UNIVERSAL DESIGN

## PLAQUE DESIGN COMPETITION

for the BCA Universal Design (UD) Mark



**Calling for  
entries!**

The Building and Construction Authority (BCA) is launching a voluntary accreditation scheme to accord recognition to developments that adopt a user-centric philosophy in their design, operations and maintenance. This initiative also aims to raise greater public awareness towards user-friendly buildings.

The BCA UD Mark will be awarded in the form of a plaque to accredited developments to recognize and reflect their level of user-friendliness.

BCA is inviting all interested individuals to take part in the Plaque Design Competition. Your plaque design may be used as the official UD Mark and appear in various buildings across the island!

### **UD is, simply, good design for all.**

Universal Design, or UD in short, refers to all-embracing design solutions for buildings, products and environments that adequately address the usage needs of people in all age groups, sizes and abilities.

UD can enable users to improve life, create possibilities as well as overcome challenges and limitations. It is very much relevant to all of us, be it at work, at home or at play. It is, thus, important that everyone understands the value and embraces it as a way of life to support an inclusive society.

## **RULES AND REGULATIONS**

### Design criteria

- ❖ The plaque design should
  - a) have a distinctive graphic identity that is reflective of the UD concept
  - b) have high aesthetic quality
  - c) allow flexibility in its incorporation into the architecture of a building/space
  - d) work well when adapted into various forms of applications e.g. wall decal, light projection on wall/floor, black and white print, etc
  - e) be easy and inexpensive to fabricate
  
- ❖ The plaque design must incorporate the following:-
  - a) BCA logo
  - b) 'UD Mark' in words or as a logo
  - c) rating description 'certified', 'bronze', 'silver', 'gold' or 'platinum'
  - d) name of accredited development; to indicate as '<development name>' for purpose of illustrating design intent
  - e) year of accreditation
  
- ❖ Details of proposed design to be furnished:
  - a) size (in cm)
  - b) material
  - c) colour/s (in CMYK, no spot colours)
  - d) fabrication e.g. printed, etching, cut-out, etc
  - e) proposed location/s for the UD Mark
  - f) method of display/mounting
  - g) other supplementary illustrations/text/materials to explain your proposal, if necessary

### Eligibility

- ❖ The competition is open to all individuals.
- ❖ Professional design organizations and companies are excluded from this competition. Professional designers may participate in their individual capacity.
- ❖ Participants must agree to all the rules and regulations set out herein.

### Judging criteria

- ❖ Entries will be judged according to:-
  - a) relevance – design should embody the UD concept
  - b) design – originality, aesthetics and adaptability
  - c) ease and cost of fabrication

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- ❖ Winner/s shall be selected by a panel of judges and their decision is final. No correspondence pertaining to the selection process and decision will be entertained.
- ❖ The judging panel reserves the right not to award the prizes if entries submitted do not meet the requirements of this competition.

Prizes

- ❖ Three entries will be selected among submitted entries and rewarded as follows:-
  - a) 1<sup>st</sup> prize – S\$1,000 cash
  - b) 2<sup>nd</sup> prize – S\$500 cash
  - c) 3<sup>rd</sup> prize – S\$300 cash
- ❖ Results of the competition will be posted on <http://www.friendlybuildings.sg>. Winners will also be notified via email.

Submission requirements

- ❖ Completed entry form, including brief description of design concept (not exceeding 250 words)
- ❖ Digital file/s of design in scalable vector graphic format (EPS) as well as JPG format, at least 300dpi.
- ❖ Submit your entry via email to [bca\\_bfa\\_upgrading@bca.gov.sg](mailto:bca_bfa_upgrading@bca.gov.sg) with the subject “**BCA UD Mark – Plaque Design Competition**”. Email attachment should not exceed 5MB. For entries exceeding 5MB, please submit by post/hand, in a sealed envelope to:

**Attn: Adeline Loo**  
**Building Plan and Universal Design Department**

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“**BCA UD Mark – Plaque Design Competition**”  
**Building and Construction Authority**  
**5 Maxwell Road #07-00**  
**Tower Block MND Complex**  
**Singapore 069110**

- ❖ Competition entries are to reach BCA no later than 1200hrs on 15 August 2012. Late submissions will not be considered.
- ❖ All submitted materials are non-returnable.

Copyright

- ❖ Submitted artwork must be original, non-copyrighted and unpublished. By submitting an entry, the participant agrees to indemnify BCA against the participant’s infringement of any intellectual property rights or other proprietary rights, including claims for costs, charges and expenses in respect thereof.

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- ❖ Participants shall assign the copyright in their design and any associated materials/information to BCA, which shall own the copyright to all submitted entries.
- ❖ BCA reserves the right to choose any submitted entry to be the official plaque for the BCA UD Mark scheme. BCA shall also have the right to modify the submitted entries and determine the use of them in any media without further reference to the participants and without any fee payment.

**PLAQUE DESIGN COMPETITION FOR THE BCA UD MARK**

<b>Personal Particulars</b>	
Full name (as in NRIC)	NRIC/FIN No.:
Contact address	Nationality
Contact number	Age
Email address	
<b>Brief Description of Design Concept (not more than 250 words)</b>	
<b>Participant's Declaration</b>	
<p>I have read, understood and agree to abide by all the rules and regulations of this competition. I acknowledge that in submitting my design for the BCA UD Mark – Plaque Design Competition, I irrevocably and unconditionally assign and transfer exclusively to the Building and Construction Authority, Singapore (BCA), its agent, licensees and assigns, all ideas, concepts, copyrighted materials and trademarks contained in my submitted design and any and all rights in the design.</p> <p>BCA and its agents, licensees and assigns have the right to use, assign, modify, edit, adapt, dispose and electronically alter my design in whatever way they choose, including without limitation to appear in promotional and/or commercial materials, as well as reproduce them, in whole or in part, in any media (including the internet) without compensation or additional consent from me or any third party.</p> <p>I acknowledge and agree that my submitted design (and all rights therein) shall belong to and shall be the sole and exclusive property of BCA.</p>	
_____	_____
Name of Participant	Signature of Participant & Date