

ONE SPECIAL GAME ARTIST BRIEF

BACKGROUND

SpecialEffect help disabled gamers to play the games they love by creating adapted hardware or software that enables them to play just like anyone else. You have probably heard of them but if you haven't their work is utterly inspirational, from creating unique controller devices to enabling people to play Minecraft with eye movement alone. They work tirelessly to transform people's lives through videogames.

ONE SPECIAL DAY

As part of their fundraising the charity runs a major campaign called [One Special Day](#) this is one of their landmark initiatives for the year and it is the games industry's 'Red Nose Day'. One day which is focused on raising funds – and awareness for their invaluable work. As part of this we are launching a new element this year – 'One Special Game'. This is a game poster project where we ask you, illustrators, designers and artists, professional or not, to create fan posters based on 'iconic' games.

Entrants will be able to choose from a short list of games and create posters for the competition. A panel of industry judges will select at up to three images for each game to be part of the *One Special Game 2020 Collection*. During One Special Day we will sell limited edition images of the prints and after that we will set up a print on demand store so that people can buy the prints online for 12 months after One Special Day to generate funds for SpecialEffect.

One image will be selected as the OneSpecialGame Game Poster of the year, the winner will be awarded a Wacom Cintiq 16" Creative Pen Display supplied by the lovely folk at [Escape Technology](#). There will be game based runner-up prizes for the creators of all other images chosen as part of the collection.

We invite professional or amateur illustrators, artists or graphic designers based in the UK to submit a piece of work based on the brief below.

THE BRIEF: 2020'S ONE SPECIAL GAME

The 'alternative' and 'fan' poster scene for movies has been thriving for years and we'd love to see the same passion and creativity applied to games franchises. We want you to select a game/franchise from the list and create your dream poster for it. You are welcome to submit more than one entry.

The games in this year's competition are:

STARDEW VALLEY – Eric Barone

MASS EFFECT - Electronic Arts (*excluding any EA or game logos*)

MONUMENT VALLEY - usTwo Games

NEED FOR SPEED - Electronic Arts (*excluding any EA or game logos*)

What do we need you to do?

1. Choose a game and create 1 x A3 poster image as a 300 dpi digital file plus a smaller thumbnail for submission. Please ensure that all work is 100% original content, **do not use official game art, logos, publisher logos or screenshots.**
2. Mail your smaller thumbnail images (minimum of 1,080 pixels wide if possible) to entries@onespecialgame.com with the following information:
 - a. Name and location (One Special Game 2020 is open to people in the UK)
 - b. Twitter name/Instagram name (if you have these)
 - c. Game chosen and a line or two on why you chose this title, maybe why it is special

to you

- d. Professional or amateur capacity and connection to the games industry, if you have one
3. By submitting your entry, understand that you agree to the *Terms & Conditions* of the project and give SpecialEffect permission to reproduce the work purely to publicise, or raise funds for the charity (this will include A3 prints and posters).
4. Please feel free to share your entry on social media using:
 - a. Hashtags #OneSpecialGame #SpecialEffect
 - b. Instagram: onespecialgame
 - c. Twitter: @GameFanPoster

We will also be hosting an on-line gallery/store with the images and reserve the right to use them for publicity purposes. However, the ultimate image rights remain with the artist and the game IP rights with the respective publishers. All profits raised from the sale of prints will go directly to SpecialEffect funds.

A panel comprising of creative industry professionals and illustrators will judge all submissions and will select up to 12 images for inclusion.

TERMS AND CONDITIONS

This competition is organised by SpecialEffect, a registered charity with address: The Stable Block, Cornbury Park, Charlbury, Oxfordshire OX7 3EH and with registered charity number 1121004 ("SpecialEffect", "we", "us"). To enter this competition, you must be 18 years of age or over. Proof of identity and age may be required. Use of false name or address will result in disqualification.

By submitting your poster for this competition, you agree to be bound by these terms and conditions and the One Special Game Artist Brief ("Brief").

ENTERING

The competition is open from 4th August 2020 midday BST (UK TIME) to 11th September 2020 11:59PM BST (UK TIME) ("Entry Period"). Entries received outside of the Entry Period will not be accepted.

To be eligible for this competition entrants must upload a digital file of their entry to entries@onespecialgame.com, in a manner following the instructions in the Brief. All entries must be made directly by the person entering the competition.

No purchase is necessary for your competition entry and there is no charge. We will not accept responsibility for lost, failed, incomplete, garbled or otherwise late or invalid entry submissions.

WINNER SELECTION

After the end of the Entry Period, a panel of judges selected by SpecialEffect will evaluate entries and select three (3) or more winners (as further detailed in the Brief). Entries will be reviewed by judges on the basis of creativity and skill. Winners will be notified by email back to the address they used to submit their entry. The decision of the judges is final.

PRIZING

Winners' submissions will be featured in our *One Special Game 2020 Collection* of art, in the manner detailed in the Brief. The exhibition of winning entries may include, without limitation: (i) a 'live' event or 'launch'; (ii) digital exhibition; and (iii) sales of the artworks and sales of digital prints / images. The specific manner and means of exhibition will be at SpecialEffect's discretion and may change, within reason. Prizing is not exchangeable or transferable. No cash alternative is available.

For winners, entry into the competition is deemed acceptance of the prizing.

ELIGIBILITY

The competition is only open to residents of the United Kingdom aged 18 or over.

We reserve the right to manage the competition and entry eligibility at our reasonable discretion so as to ensure fair operation of the competition. Not complying with these terms might result in exclusion from the competition and your entries being removed.

INTELLECTUAL PROPERTY

SpecialEffect work with a limited number of games companies ("Licensors") and have obtained their permission for their games to be used for competition entries (the "Licensed Materials"), in accordance with the Brief. Any and all rights, including without limitation intellectual property rights, in such Licensed Materials are reserved to the Licensors.

You are granted a limited, revocable, royalty-free licence to use the Licensed Materials only in accordance with the Brief and solely for the purposes of your entry into this competition and to the extent permitted by the Licensors (“Limited Licence”). No other use of the Licensed Materials by you is permitted and, without limitation, commercial exploitation by you of the Licensed Materials by any means or prohibited.

As a condition of being granted the Limited Licence, entrants are prohibited from selling, or exploiting in any manner commercially, their works created for or in connection with this competition (including their entries) without the prior written permission of SpecialEffect and the relevant Licensor.

Subject to the terms and restrictions set out in this section, entrants retain ownership of their own new and original works submitted as entries. Entrants grant SpecialEffect the royalty-free, sole, irrevocable, worldwide rights to (for as long as entrants’ own rights subsist) commercially exploit such works by sale and licensing (e.g. as poster artwork) at SpecialEffect’s discretion. Entrants acknowledge and agree to the foregoing and the purpose of the competition and entries being for fundraising for SpecialEffect. Where other exploitation by SpecialEffect arises which is not envisioned in the Brief, SpecialEffect will exercise reasonable endeavours to seek entrants’ prior consent.

By submitting an entry, each entrant confirms: (i) the entry does not contain content, images, or other material that is in violation of any applicable laws or regulations; (ii) all materials and assets are the entrant’s original works (except for the Limited Licence usage), are not defamatory and do not infringe third party rights (including without limitation intellectual property rights or privacy rights); and (iii) there are no conflicting agreements in place concerning use of any assets and materials in the entry.

SOCIAL MEDIA & PROMOTION

Entrants agree that their entry may be promoted, posted and/or broadcast on social media platforms (e.g. Facebook, Instagram, Twitter, Reddit, etc.) and other areas online such as, without limitation, SpecialEffect’s websites. Entrants grant SpecialEffect the non-exclusive, worldwide, royalty-free, and irrevocable rights to use, reproduce, copy, publish, display, distribute, perform, translate, adapt and/or modify their entry for the purposes of: (i) this campaign and its promotion; and (ii) for SpecialEffect’s fundraising and related activities (as explained in the Brief).

SpecialEffect retains the right to remove any entries that breach these terms and conditions or may damage SpecialEffect’s reputation.

PRIVACY

In order to operate the competition and for prize purposes, we may require entrants to provide certain personal data including their name, address, social media username, contact details and email address. We may require further personal data in some circumstances to verify a winner’s identity or eligibility. Entrants’ personal data will be processed only so long as reasonably necessary for the administration of the competition, SpecialEffect’s exploitation of its rights and record-keeping (and will be deleted thereafter). Entrants’ personal data will be used by SpecialEffect to operate the competition and arrange prize fulfilment, and is processed by SpecialEffect on legal bases including performance of a contract (being these terms) and legitimate interests, being its business, promotional and commercial interests related to ensuring good administration of the competition and marketing of its charity operations. Further information is available in our privacy policy here: <https://www.specialeffect.org.uk/privacy-and-cookies>.

GENERAL

Insofar as is permitted by law, SpecialEffect, nor its agents or distributors will in any circumstances be responsible or liable to compensate any contest entrant or accept any liability for any loss, damage, personal injury or death occurring as a result of entering the competition or taking up a prize (as the

case may be) except where it is caused by the negligence of SpecialEffect, its agents or distributors or that of their employees. The statutory rights of entrants are not affected.

SpecialEffect reserves the right to hold void, suspend, cancel, or amend the contest where it becomes necessary to do so.

These terms shall be governed by the laws of England and Wales, and the parties submit to the non-exclusive jurisdiction of the courts of England and Wales.

If you have a query about the competition and wish to contact SpecialEffect, you can do so using our details set forth above or by emailing entries@onespecialgame.com. On request, SpecialEffect will provide information indicating a valid award of the prize took place.