



Education City Gift Shop

Football Design Competition Guidelines

ABOUT THE COMPETITION

The Education City Gift Shop seeks to introduce Qatar Foundation to the local community and visitors from abroad by creating fun merchandise and providing a space to relax and hangout. The Gift Shop also serves as a platform for local artists and creators to express themselves and share stories about Education City and the Qatari culture at large. As the entire nation gears up to host the World Cup in 2022, we wanted to showcase what football means to people in our community. We're inviting you to submit original football designs for a chance to see them come to life.

For this competition, we are collaborating with Alive and Kicking, a charity that supports 'sport for good businesses', so they can make beautiful, durable sports balls. Their unique model and holistic approach address real problems of poverty, unemployment, and preventable diseases in Africa. The footballs we produce will be unique and emotionally meaningful. Every single ball will be made by hand. These are no mass-produced synthetic balls churned out by a factory. Each ball has its own journey and will be created by individual craftspeople.

Submissions

To share your designs with us, please visit qf.org.qa/football-design and fill out the submission form along with digital or scanned illustrations. Once we shortlist our favorite designs, we will reach out to you to individually refine and perfect your designs for production.



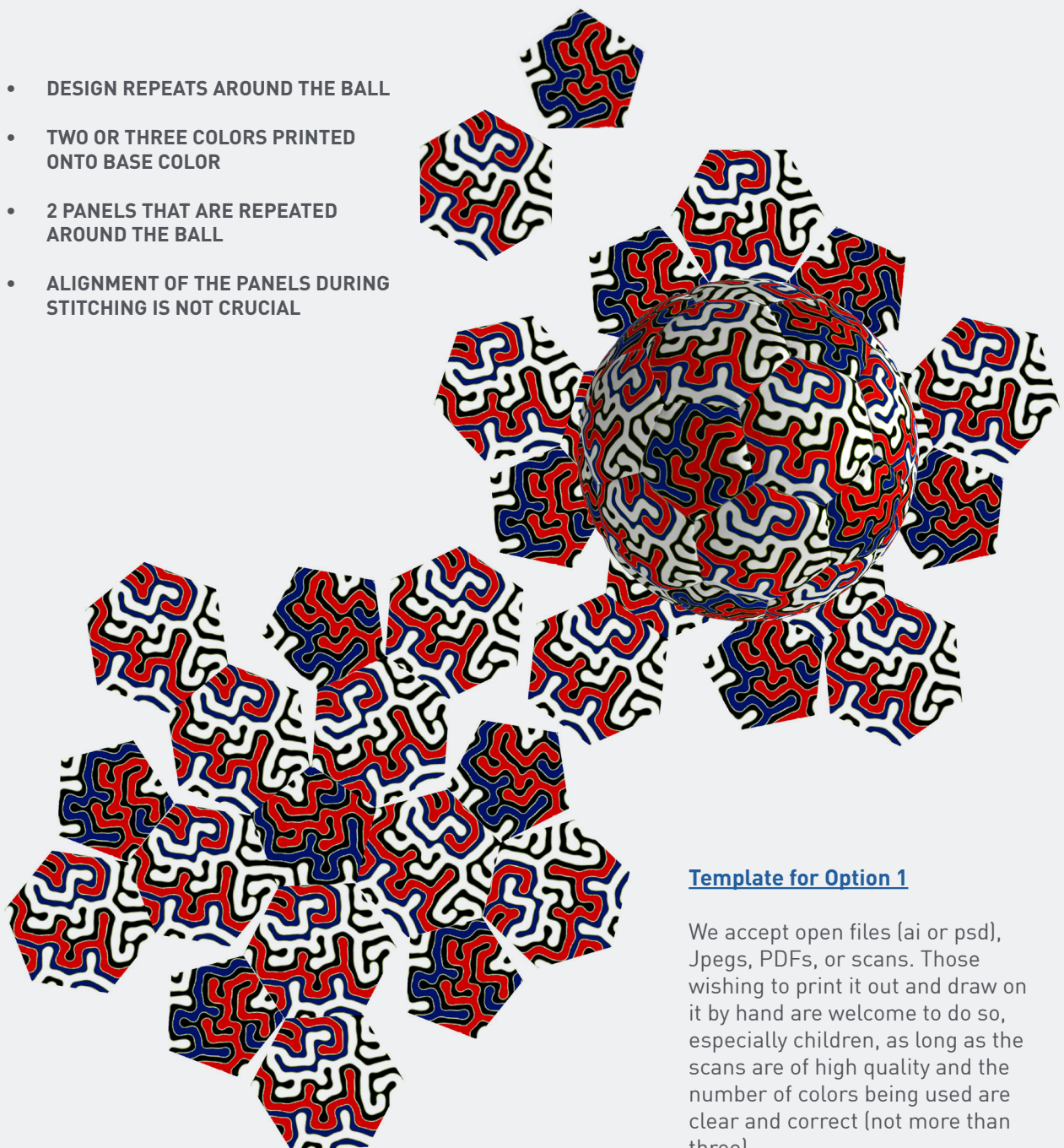
DESIGN GUIDELINES

Option 1

REPEAT DESIGN | 2-3 COLORS

Our first option involves designing a football based around a repeating pattern. Although simpler to design and execute, it can still lead to amazing results. You can create fantastic designs by being thoughtful and creative about how pentagons and hexagons would repeat around the football. You also have up to three colors and a white base to work with.

- DESIGN REPEATS AROUND THE BALL
- TWO OR THREE COLORS PRINTED ONTO BASE COLOR
- 2 PANELS THAT ARE REPEATED AROUND THE BALL
- ALIGNMENT OF THE PANELS DURING STITCHING IS NOT CRUCIAL



Template for Option 1

We accept open files (ai or psd), Jpegs, PDFs, or scans. Those wishing to print it out and draw on it by hand are welcome to do so, especially children, as long as the scans are of high quality and the number of colors being used are clear and correct (not more than three).

Option 2

WRAP DESIGN | 1 COLOR

Our second option is a more complex design method for advanced designers and artists. You will need to be highly familiar with Adobe Illustrator or Photoshop to be able to create wrap designs. If you find the repeating design method too limiting and feel like you're up for a bigger challenge, this option allows you to have a continuous design around the ball. You can select one color to work with over a white base.

- DESIGN FLOWS AROUND THE BALL IN A CONTINUOUS DESIGN
- ONE COLOR PRINTED ONTO BASE COLOR
- MORE THAN 50% OF THE PANELS ARE UNIQUE
- ALIGNMENT OF THE PANELS DURING STITCHING IS CRUCIAL



[Template for Option 2](#)

We accept open files in ai or psd format.

