

**A  
FIRST  
THINGS  
FIRST  
PROJECT**

# THE ONE FLAG

**DESIGN COMPETITION**



**Design is at war with itself. We are taught that designers find solutions. But the success of our solutions is judged so narrowly - Did it ooze desire? Did it shift units? - that we find ourselves implicated in problems far greater than the ones we solve.**

The time has come for a shift in priorities. We are now faced with some of the most daunting global challenges in human history. These are real targets, worthy of our problem-solving skills, ripe for our intervention. Yet those who have the vision to rise above national and political boundaries still have no symbol to rally under.

We invite you to create a flag - free from language and well-worn clichés - that embodies the idea of global citizenship. A symbol that triggers pride and cohesion, whether worn on a backpack, displayed on a door, or flown on a flagpole. A symbol for anyone to declare membership in a growing and vital human cooperative. We invite you to prove that design has a real role to play in the fate of our world.

Submissions will be critiqued by a panel of prominent design professionals, then featured in *Adbusters* and supporting design publications, both in print and on the web. The winning flag will go into production, ready for flying by the patriotic citizens of Earth. Deadline for entries is **December 1, 2008**. Visit the competition website for submission details.

Competition Jury: Jonathan Barnbrook / Michael Bierut / Vince Frost / Steven Heiser / Kate Lash / Rick Poyner / Dmitri Slepov

[www.adbusters.org/oneflag](http://www.adbusters.org/oneflag)

## Intro to Digital Media

### ASSIGNMENT #2: The One Flag Design Competition

**W**ITH THIS PROJECT you are responsible for 1 piece (a flag!) and a one page artist statement describing your concepts, goals, and techniques. It is due Monday, September 22nd. ***Sketches are due Monday, September 15th.*** Bring your sketches and other imagery if need be (or you can show us online inspiration), and be prepared to present and discuss your themes and ideas with the class. Shape and size of your flag are up to you (but must be at least 300 dpi at your intended size). You may use scans, photographs, original designs drawn in photoshop or scanned, color, shape, line, etc...We will be printing these and hanging them somewhere here on campus, and hopefully also submitting to the competition (although this is up to you, or we can vote and submit one as a group)...

Check out:

<http://adbusters.org/campaigns/oneflag>

for more details.