

COVER DESIGN CONTEST^{No.6}

DSM-5/DSoM at 40

American Psychiatric Association/Pink Floyd

[2013]

Venus febriculosa, a website devoted to contemporary literature and the art and design of books, announces its **Cover Design Contest No. 6**.

PURPOSE

The purpose of the contest is to explore the interrelationship between two very different works: one, a psychiatric manual first published in 1952 and the other a popular 1970s rock "concept" album.

BACKGROUND

Publication of the fifth edition of the American Psychiatric Association's *Diagnostic and Statistical Manual of Mental Disorders* (DSM-5) in 2013 will mark one the most anticipated events in the mental health field, replacing the current edition, DSM-IV-TR. DSM is the standard classification of mental disorders used by mental health professionals in the United States and contains a listing of diagnostic criteria for every psychiatric disorder recognized by the US healthcare system.

2013 will also mark the 40th anniversary of the release of one of the best-selling albums of all time, *The Dark Side of the Moon* by English progressive rock group Pink Floyd, which is also one of the most recognizable album covers of all time, designed by Hipgnosis partners Storm Thorgerson and Aubrey Powell and created by their associate George Hardie (Thorgerson also designed the cover for the 20th Anniversary box set edition, who also participated in the design of the 30th Anniversary 5.1 channel surround sound mix on the SACD format.).

ELIGIBILITY

This international competition is open to anyone 18 years or older. Both design professionals and students are encouraged to enter. **ONLY ONE ENTRY PER PERSON IS ALLOWED.**

DEADLINE

Entries must be received by Friday, April 1, 2011.

SUBMISSION REQUIREMENTS

There is no fee to enter. All design entries must be an original artwork of the entrant's own creation. Use of copyrighted materials not owned by the entrant will result in disqualification from the contest. Submissions *must* include Full Name, Mailing Address, E-Mail Address, and Country of Residence or Country of Birth.

MEDIA FORMAT

Submissions must be in either digital JPEG or PDF format *only* and must be sent to both of the following addresses: admin@venusfebriculosa.com and marco.sonzogni@vuw.ac.nz.

Venus febriculosa

IMAGE REQUIREMENTS

DSM-5 Book: 7" x 10" - Vertical Orientation (back cover optional)

DSM-5 CD/DVD: 5"x5" (back cover, gatefold optional)

DSoM at 40 LP: 12"x12" (back cover, gatefold, sleeve optional)

DSoM at 40 CD/DVD: 5"x5" (back cover, gatefold optional)

300 dpi preferred. 2MB Maximum file size.

Image file name should include the entrant's name only (e.g.: Firstname Lastname.File Extension)

REQUIRED CONTENT

Submissions must be in the form of

- a) a book cover or CD/DVD for the *DSM-5*, and/or
- b) an album cover or CD/DVD for the 40th Anniversary of the *Dark Side of the Moon*, or
- c) a "mashup" of both works.

The book cover must include the words "Fifth Edition" "American Psychiatric Association" "Diagnostic and Statistical Manual of Mental Disorders" and "DSM-5". The album front cover need not include text.

Aside from that, anything goes!

In addition, entrants may include a brief explanation of their entry (250 words max.).

EVALUATION CRITERIA

Submissions will be evaluated on how creatively they address the themes of the selected works.

JURY

To be announced.

AWARD

The designer of the winning submission will receive a cash award of \$671 US and will be featured on the *Venus febriculosa* website (venusfebriculosa.com). The award will be announced on May 1, 2011 on venusfebriculosa.com. Other winners may be selected for additional special prizes to be announced.

COPYRIGHT AND USAGE

Copyrights of all entries shall remain the property of the artists. The contests sponsors retain the right to reproduce any of the designs on the *Venus febriculosa* website (venusfebriculosa.com), as well as in any and all publications resulting from this contest. Submission of an entry constitutes agreement.

QUESTIONS

All questions should be directed to admin@venusfebriculosa.com.