

*pica*

# THE MAGAZINE

Pica Magazine is a student initiative from UQAM's School of Design. Each year, this visual communication tool invites current students, graduated students and professors of UQAM's School of Design, along with foreign and local designers, to think about a given theme and to respond to it in a graphic or editorial way. By focusing on an innovative and experimental approach, Pica is above all a reference tool and a source of inspiration in terms of design. Pica distinguishes itself from other graphic research publications with entirely original and exclusive content that puts forward the work of the creators.

For its 13<sup>th</sup> edition, Pica Magazine invites you to convey sensations, to play with the possible degrees of impact, to explore the games that exist between the effect that one wishes to produce and the way in which it is perceived. We therefore offer a call for artistic submissions responding to the annual theme, which includes print and interactive visual submissions, special projects and text submissions.

# AWARDS AND REPUTATION

Pica Magazine has been awarded, for five consecutive years (2010 to 2014), the Grand Prix Grafika in the Magazine category. In June 2018, Pica Magazine made an appearance on the platform Aiga Eye On Design. More recently, at the last editions of the Idéa contest, Pica received a Silver Mention for 10p0 Magazine and two Gold Mentions for the 11p0 and 12p0 theme launch campaigns.

Several renowned designers have participated in the project, such as: Denis Dulude, Damien Poulain (Great Britain), FEED studio, Alfred Halasa, Koen DeWinter, Jean-François Porchez (France), Alice Picard, Caserne, Émile Lord-Ayotte, Charlotte Ratel & Olivier Charland, Etienne Aubert Bonn, Florian Pétigny and Demande Spéciale.

In Montreal, UQAM's School of Design radiates by the important place occupied by its former students in the largest agencies and visual communication studios.

Today, the magazine enjoys both local and international recognition across multiple platforms: Print, Type Directors Club, Lux, Chaumont, Warsaw Poster Biennial, Communication Arts, Grafika, Idéa Awards, Applied Arts, Young Package, etc.

# EFFECT



Resulting from an action or natural occurrence, the effect transmutes its environment. Leaving us with a certain impression, it impacts our sensitivity and provokes our reactions. Varying in degree of perceptibility and temporality, it can be explosive, ephemeral, spread over a long period of time, subtle or resounding, consistent or inconsistent, intentional or unpredictable.

The final effect is scalable, iterative and transformative. In this sense, creation becomes the premise of effect, and effect in turn gives rise to subjectivity. The effect acts as the motor of the creative action, and becomes a beacon, a questioning or an objective allowing the evaluation of discernment.

With this ability to create meaning comes a certain form of vulnerability, loss of control, but also of responsibility. We have the power to regulate affects, to transmit sensations that are played out beyond the limits of the tangible. There is thus a marvellous ground of exploration, a visual and sensory fight without limits between the creator and the viewer.

What is the desired effect, and what will be the effect caused?

# SUBMISSIONS

In the next pages, you will find all the details regarding print, interactive, text and special project submissions. The magazine being open to an extended range of practices, where the lines between art and design are blurred out, you are free to explore a wide variety of mediums.

All visual submissions must be accompanied by your complete contact information, as well as an explanatory summary of your project (200 to 500 + words) to help us fully understand your process and your reflections.

Everything must be combined in a PDF document sent to:  
[soumission@picamag.com](mailto:soumission@picamag.com)

# SPECIAL PROJECT SUBMISSIONS

Experiment and create under the theme of The Effect by submitting a special project. The form of this project is open-ended and can involve a wide range of practices. As the magazine normally includes a launch party, ephemeral projects can be submitted, including performances, installations, sculptures, large prints, projections, etc. If you have such a project in mind, please send us your proposal, along with a model, visual references or any other documents that will help us understand your vision and intentions. Even if the submission isn't necessarily made to be printed, it will also be included in the magazine in some way.

You must include a summary of your project with your submission (200-500+ words), so that we have a clear understanding of your approach and thinking.

# TECHNICAL SPECIFICATIONS

Don't forget to include your full contact information:

- LAST NAME, FIRST NAME
- EMAIL ADDRESS
- PHONE NUMBER
- HOME ADDRESS

Please name your PDF and your email subject as follows:  
Pica13\_LastnameFirstname.pdf

Submit your projects to: [soumission@picamag.com](mailto:soumission@picamag.com)

## SUBMISSION SUMMARY:

### 1 PDF file

- PAGE 1: FULL CONTACT INFORMATION
- PAGE 2: PROJECT PROPOSITION  
AND VISUAL REFERENCES
- PAGE 3: REFLECTIVE EXPLANATORY TEXT

For questions or comments: [info@picamag.com](mailto:info@picamag.com)

PLEASE NOTE: You can send as many submissions as you desire!

- DEADLINE: FEBRUARY 20<sup>th</sup>

# PRINT SUBMISSIONS

Experiment and create under the theme of The Effect by submitting a visual project. The form of this project is open-ended and can involve a wide range of practices, such as illustration, photography, typography, painting, sculpture or other. We welcome a variety of artistic submissions to which you may devote several pages. Your submissions can be presented as a half page (1/2), single page (1), double page (2), three page (3), or two double page (4). If you require a specific format, please specify it in your email.

You can also document your approach in several images if it is a performance or an installation. It is also possible to propose these to be performed / exhibited on the day of the launch of the magazine.

## REFLECTIVE EXPLANATORY TEXT

Your submission must be accompanied by a text explaining your project. Texts in english or french are both accepted. The text must be eloquent and present a reflection (of your point of view, your vision, your stand, etc.) The purpose of the explanatory text is to supplement your visual proposal and to elaborate on your thought process.

Please note that the text will also have to be related to the theme and that it should be between 200 to 500 words, or more if you consider it to be necessary.

→ DEADLINE: FEBRUARY 20<sup>th</sup>



# TECHNICAL SPECIFICATIONS

- PDF format (High Quality Print)
- 63p0 × 96p0 (2 pages of 63p0 × 48p0)
- 0,125 inch bleed
- CMYK print
- Reflective explanatory text (200-500+ words)

You must send your text and your visual proposition in a single PDF document with your full contact information on the first page:

- LAST NAME, FIRST NAME
- EMAIL ADDRESS
- PHONE NUMBER
- HOME ADDRESS

Please name your PDF and your email subject as follows:  
Pica13\_LastnameFirstname.pdf

Submit your projects to : [soumission@picamag.com](mailto:soumission@picamag.com)

## SUBMISSION SUMMARY:

### 1 PDF file

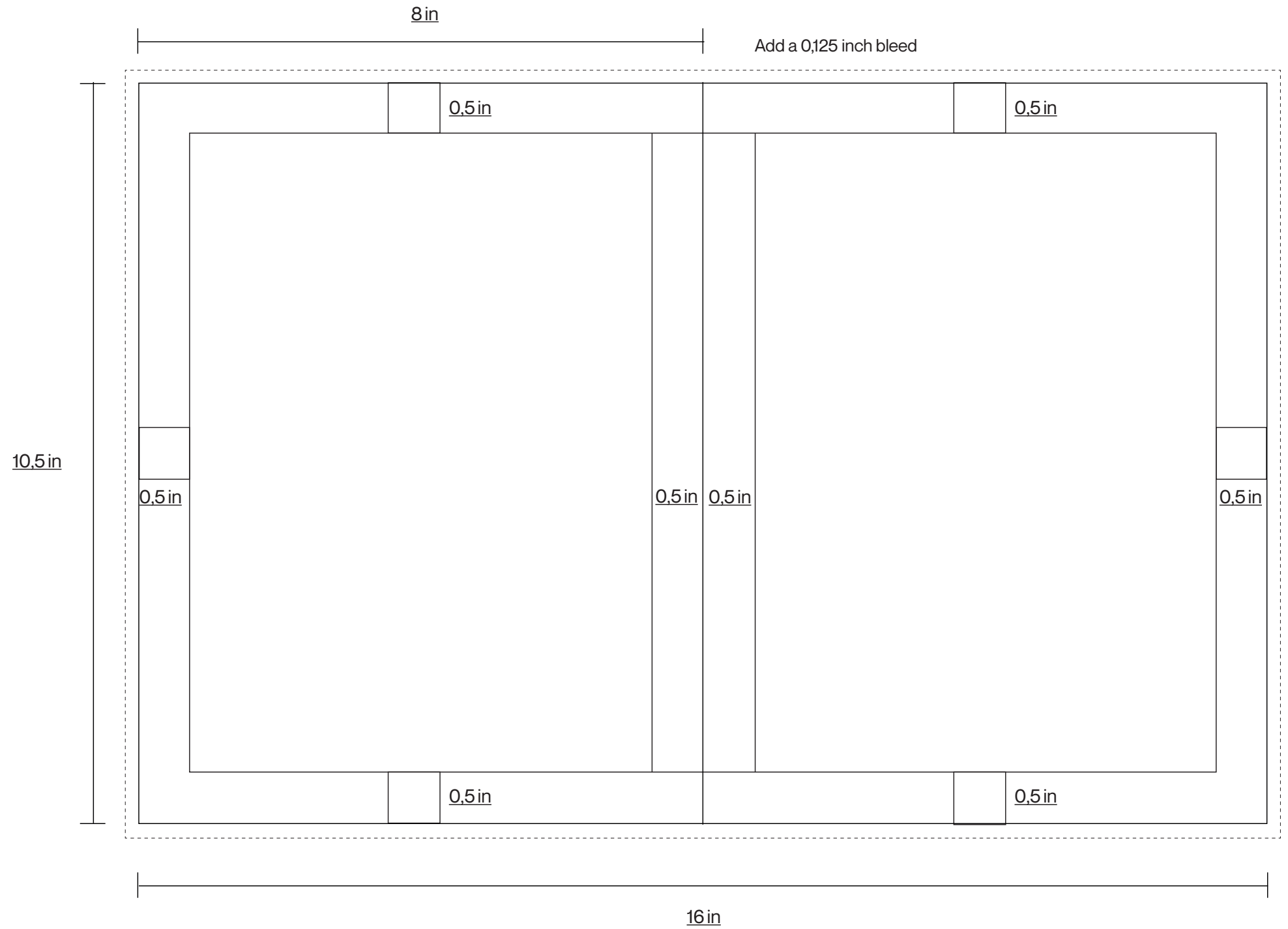
- PAGE 1: FULL CONTACT INFORMATION
- PAGE 2: ARTISTIC SUBMISSION
- PAGE 3: REFLECTIVE EXPLANATORY TEXT

For questions or comments: [info@picamag.com](mailto:info@picamag.com)

PLEASE NOTE: You can send as many submissions as you desire!

- DEADLINE: FEBRUARY 20<sup>th</sup>

\* Your composition can be full page, but please avoid placing important information in the 0.5 inch safety margin. Pay also a close attention to the crease.



# INTERACTIVE SUBMISSIONS

Experiment and create around the theme of The Effect by submitting a digital visual project. The nature of your project is open-ended and can involve a wide range of practices, such as a web platform, interactive installation, video, sound, performance, motion design, virtual or augmented reality, mapping projection, etc. Your submission must be presented as follows:

- Preliminary model, consisting of a pdf presentation of the project and of your intentions. You can also submit a sample of your project or a completed project depending on its nature.
- Any other document relevant to the project explanation.

## REFLECTIVE EXPLANATORY TEXT

Your submission must be accompanied by a text explaining your project. Texts in English or French are both accepted. The text must be eloquent and present a reflection (of your point of view, your vision, your stand, etc.) The purpose of the explanatory text is to supplement your visual proposal and to elaborate on your thought process.

Please note that the text will also have to be related to the theme and that it should be between 200 to 500 words, or more if you consider it to be necessary.

## EXHIBITION

If selected, your project will be presented during the launch of the magazine and it will be shared on our website, in a dedicated digital submissions section.

→ DEADLINE: FEBRUARY 20<sup>th</sup>

# TECHNICAL SPECIFICATIONS

Your submission must include:

- Presentation of the preliminary model (PDF) *and/or*
- Sample or finished project *and/or*
- Any other relevant documents
- Explanatory text of about 200-500+ words

You must send your text and your visual proposition in a single compressed file containing a PDF with your full contact information on the first page:

- LAST NAME, FIRST NAME
- EMAIL ADDRESS
- PHONE NUMBER
- HOME ADDRESS

Please name your PDF and your email subject as follows:  
Pica13\_LastnameFirstname.pdf

Submit your projects to: [soumission@picamag.com](mailto:soumission@picamag.com)

## SUBMISSION SUMMARY:

1 compressed file

- FULL CONTACT INFORMATION
- ARTISTIC SUBMISSION
- REFLECTIVE EXPLANATORY TEXT

For questions or comments: [info@picamag.com](mailto:info@picamag.com)

PLEASE NOTE: You can send as many submissions as you desire!

→ DEADLINE: FEBRUARY 20<sup>th</sup>

# TEXT SUBMISSIONS

The magazine is looking for both creative and editorial texts. We are open to various textual forms, such as prose, poetry, essay, theoretical research, manifesto, interview, open letter, etc. Both texts in english or french are accepted.

Several avenues can be explored in terms of style and content for this 13<sup>th</sup> edition of Pica Magazine. We invite you to turn to introspection and to reflect on the theme of The Effect. We seek to understand your vision and your point of view.

The text's literary form and length are free.

The Pica 13 team will take care of the formatting of the text and it might be accompanied by visuals (to be discussed following your selection). However, there will be no changes to the text itself, nor to the use of upper and lower cases, or punctuation.

You must send your text in a single PDF document with your full contact information on the first page:

- LAST NAME, FIRST NAME
- EMAIL ADDRESS
- PHONE NUMBER
- HOME ADDRESS

Please name your PDF and your email subject as follows:  
Pica13\_LastnameFirstname.pdf

Submit your projects to: [soumission@picamag.com](mailto:soumission@picamag.com)

For questions or comments: [info@picamag.com](mailto:info@picamag.com)

PLEASE NOTE: You can send as many submissions as you desire!

→ DEADLINE: FEBRUARY 20<sup>th</sup>

# EXCLUSIVITY AND SELECTION

It is crucial that submitted texts and visuals are produced exclusively for Pica. We will not be able to accept prior creations that have already been published. Our magazine has always taken great pride in the freshness of its content. The quality of the final product vastly benefits from the exclusive nature of the published material.

We also kindly ask you not to publish your submission before the launch of the magazine.

The selection process is influenced by numerous factors, such as the nature of the visuals and texts submitted, the proportion of participating students from UQAM, etc. We will contact every creator, whether the submission is accepted or not, briefly after the content selection.

Pica 13's management team reserves the right to suggest minor changes to submissions.

# INFOS AND CONTACT

## PICA 13 MANAGEMENT TEAM

- PERRINE LE DOUR
- VÉRONIQUE MELOCHE
- MYRIAM ROULEAU
- OLIVIER SAUVÉ
- MALI SAVARIA-ILLE

## ADDRESS

École de design de l'UQAM  
1440, rue Sanguinet, local DE-5315  
Montréal, (Québec) H2X 3X9

## LET'S KEEP IN TOUCH

### EMAIL

[info@picamag.com](mailto:info@picamag.com)

### SUBMISSIONS

[soumission@picamag.com](mailto:soumission@picamag.com)

### WEBSITE

[picamag.com](http://picamag.com)

### FACEBOOK

[facebook.com/picamag](https://facebook.com/picamag)

### INSTAGRAM

[@picamagazine](https://instagram.com/picamagazine)

*pica*