



A PROUD INITIATIVE BY



AFRICA YOUTH BEAT DESIGN CHALLENGE

Empowering Africa's Future, One Heartbeat at a Time

**Calling all African youth aged 8-35 years to
join the Africa Youth Beat DESIGN Challenge!**

Unlock your potential and make a difference with your talents. Showcase your design skills by submitting a design that celebrates the pride of African culture. Create an expressive, unique flat design that depicts African vibrancy, diversity, prosperity, rhythm, cultural heritage, fauna, flora or it's people.

**Be awarded the opportunity to have your
design printed or crafted on commercial
products that will be produced and sold by
marginalized and disadvantaged communities**

SEE YOUR DESIGN COME TO LIFE FROM 2D TO 3D





Guidelines to Create Your Design

1. Create an original design/drawing or pattern by hand or digitally.
2. If made by hand, photograph or scan your design to showcase it effectively.
3. Designs must be created in size A4.
4. Recommended materials for hand-drawn design: ink/ poster paint/ oil pastels/ pencils
5. All photographs/ scans/ saved files **must** be of a **high resolution** (e.g. 300 DPI, jpg, png, pdf).
6. Criteria that will be considered by judges:
 - a. Originality
 - b. Adherence to theme
 - c. Purpose: practical application, converting the 2D flat design to a 3D item
 - d. Technical skill
 - e. Use of colour(s)
 - f. Effort
 - g. Presentation
 - h. Final impact

N.B: SUBMISSIONS CLOSE AT MIDNIGHT CAT, August 3, 2024



Submit Your Design

1. All entrants to submit a copy of ID/ birth certificate along with their design.
2. Click here to upload your ID and design: **[Link to Google Form](#)**
3. Submit your design according to your age category: 8 - 12 yrs/ 13 - 18 yrs/ 19 - 35 yrs
4. Name, Age, African country of origin **MUST** be clearly indicated on the design. See sample page at the end of this document.

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Queries: E-mail: aolafricayouth@gmail.com WhatsApp: Rakhee +27 82 416 2891

Terms and Conditions

1. Entrants must be between the ages of 8 to 35 years old and of African nationality. A copy of a valid identification of the artist must be provided with all submissions.
2. The Top 15 designers grant the use of their designs to The Art of Living Foundation/ The International Association for Human Values (hereafter referred to as AOL/ IAHV) to offer to vulnerable and disadvantaged communities in return for acknowledgement of the design artist and their contact details.
3. The Top 15 design artists absolve the AOL/IAHV management, staff, volunteers of any liability arising from misuse as per the previous point. This is notwithstanding the diligence AOL/IAHV will take to ensure appropriate use.
4. All entrants must submit designs that they have produced by themselves. Any plagiarism will not be tolerated, and AOL/IAHV absolves itself of any risk and responsibility attached to this.
5. AOL/IAHV and the beneficiaries it works with for the purpose of this initiative, reserve the right to modify the design aspects such as colour scheme, scale, etc. for commercial production requirements.



Name and Surname | Age | Country

